

The Cotton Gin and Oil Mill

PRESS

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OCTOBER 18, 1958



THE MAGAZINE OF THE COTTON GINNING
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COTTONSEED CRUSHERS AND
OTHER OILSEED PROCESSORS
FROM CALIFORNIA TO
THE CAROLINAS

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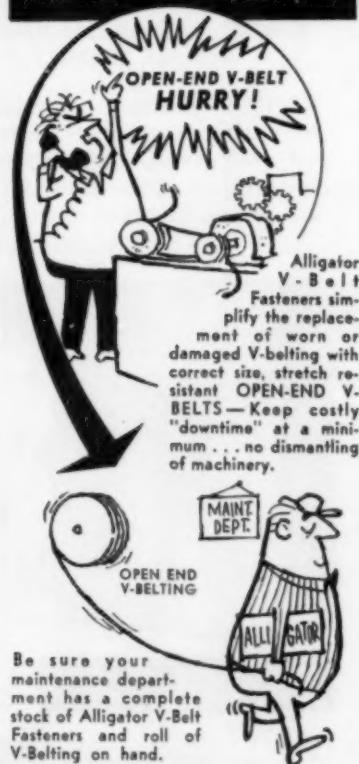
The peacefulness of country life—that allure which
has caused thousands of city dwellers to invest in
rural land, and many thousands of other pavement
pounders to dream of doing the same thing—is
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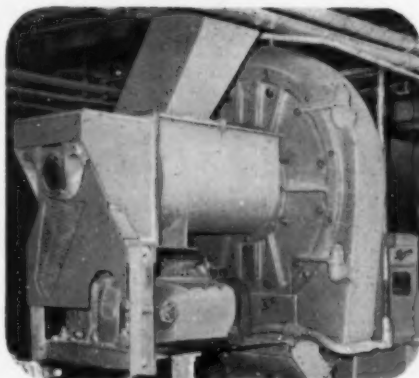
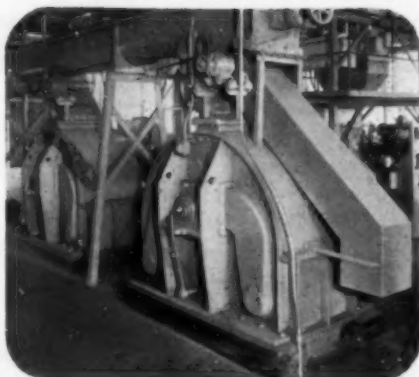
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Cotton Can Do It



Supima sales soar as such fashion pictures as this flood the U. S. This Jane Derby gown of a Hope Skillman fabric sells for about \$100.

SUPIMA, bluest of the bluebloods in cotton's royal family, is a five-year-old Princess who's showing the old King how to hold his throne.

Five years ago, Supima didn't exist. Now, Supima's the darling of the most fashionable designers—the favorite fiber of those who set the styles.

Supima gained fame by proving that the experts are right. For years, those who have made the most careful study of the subject said American cotton could compete with foreign fiber and the synthetic brainchildren of chemists.

Quality, price and promotion, they said, are the keys to success for cotton.

Supima bet on this. The handful of Westerners who grow long staple cotton gambled that they could sell their product by following the magic formula of quality, price and promotion. Quality, everyone who knew agreed, Supima had—but not enough cotton users knew it. Her competitors were outpricing the U.S. long staple—and there was no promotion of the American lint.

• **What Is Supima?**—People with guts enough to gamble, and with the brains and skill to sell, changed this picture almost overnight. But, to appreciate this Horatio Alger rise of an American cotton, you have to have a little background.

Long staple cotton is nothing new. The Atlantic Coast was growing Sea Island types about as soon as Upland varieties. Then, competition, low yields, boll weevils and other factors drove long staple out of the Southeast.

(Long staple may be defined as fiber $1\frac{3}{8}$ inches or longer, from the *Barbadense* species—in contrast to Upland, or *Hirsutum*, cotton that makes up 96 percent of the world's supply. As a general rule, long staple has yielded less per acre, cost more to handle and gin, and sold for about twice as much as Upland.)

Egypt, Sudan and two or three other countries have met practically all of the world's needs for long staple in the past. Exports of this cotton were the economic lifeblood of these countries. They had to sell their lint to get needed imports—so they made it mighty hard on anyone who tried to grow long staple elsewhere.

Only about 4,000 American tried. Out in Arizona, New Mexico, West Texas and California, these farmers would plant a part of their irrigated land in long staple on the chance of “making a killing” if something happened to foreign supplies and prices were good. It was feast or famine farming—and there were plenty of famine years for long staple.

• **The 1954 Revolution**—In 1954 something revolutionary happened—

(Continued on Page 22)

By **WALTER B. MOORE**, Editor, The Cotton Gin and Oil Mill Press

Ginner Has Problems, Too, Towery Article Says

"Look on the ginner with respect and understanding—he has his problems, too," Jack D. Towery, textile engineer, Moss-Gordin Lint Cleaner Co., says in an article in Textile Industries magazine. His article lists some of the problems a ginner faces in pleasing both farmers and spinners, as well as other problems.

■ **MARSHALL THOMPSON**, Las Cruces, N.M., ginner and former Extension specialist, is reported making progress following a heart attack. He will have to remain in the hospital for some time, however.

Soybean Oil Giveaway

USDA's proposed plan to give away soybean oil to stabilize the market for vegetable oils was still indefinite at press time, Washington observers reported. Those favoring the proposal to give away up to 500 million pounds, for domestic and foreign purposes, are said to outnumber opponents of the scheme.

Fresno Exchange Is Second

Fresno Cotton Exchange ranks second among the nation's 14 spot cotton markets, A. Kirby Sabin, president, reports. Memphis was largest with 4,300,000 bales handled and Fresno had 1,400,000 bales in 1957-58 to pass Houston, he reported.



Cotton Exhibit at Fair

"LOOKING AHEAD," was the theme of the Kern County cotton industry's exhibit that attracted attention from all age groups at the 1958 Kern County Fair. The exhibit illustrated with animation such things as a "nuclear cotton qualifamolicator" and "atomic jet compress." The exhibit was sponsored by gins, merchants, cotton oil companies and compresses in Kern County. Looking over the exhibit are three members of the committee, from left, William (Bill) Schwartner, San Joaquin Cotton Oil Co.; R. N. Trombetta, Jess Smith & Sons; and T. W. Smith, Calcot, Ltd.

• Stillwell To Direct Public Relations

ANDERSON, CLAYTON & CO. has appointed James A. Stillwell director of public relations for its offices in the U.S. Stillwell has been associated with Anderson, Clayton & Co. since 1948, following service with the U.S. government during and following World War II. His work with Anderson, Clayton & Co. has been primarily with its industrial divisions. He will have his headquarters in the firm's head office at Houston.

Diversity Increased P&G Sales and Net Income

Diversification of its products was listed as a major factor in Procter & Gamble's record sales and earnings in the last fiscal year, R. R. Deupree, chairman of the board, told the recent annual meeting. About two-thirds of the firm's business consists of products not in existence a decade ago.

P&G sales were \$1,259,163,269 in fiscal 1958 and net income was \$73,196,618.

HumKo To Move in March

HumKo will move executive offices from the vegetable oil firm's plant at 1702 North Thomas Street, Memphis, to the Sterick Building. The move will be made about March 1.

Heads Protein Sales

Robert M. Hamilton has been named protein sales manager for the General Mills Oilseeds Division, Minneapolis. Fred H. Hafner, director of protein operations, said Hamilton will direct marketing of soy protein products.

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USDA Reduces Allotments For Long Staple

USDA has announced a long staple cotton acreage allotment of 70,822 acres for 1959. This compares with 83,286 acres in 1958. The Department explained that the acreage allotment was reduced because of increasing supplies of long staple on hand. (See Supima cotton story starting on Page 7.)

Long staple producers will vote Dec. 15 on acreage controls.

Cotton Quality Report for High Plains Area Good

USDA's cotton quality report for ginnings through Sept. 30, shows the character and staple of cotton produced in the High Plains Area the best ever recorded, George W. Pfeifferberger, executive vice-president of the Plains Cotton Growers, Inc., said.

PCG is cooperating with USDA in furnishing micronaire and tensile strength data for the quality reports. Texas' District 1 showed 90.8 percent white cotton ginned with only 8.9 light spotted cotton, 0.1 percent spotted cotton and 0.2 percent all other grades.

In staple length, 67.3 percent of the cotton ginned was one inch and longer while only 2.1 percent was below 15/16 of an inch. The grade index was 99.6 (Middling white equals 100) while the average staple length was above an inch at 32.2/32 of an inch.

In the micronaire statistics, only 3.1 percent of the crop was below 3.5 while 96.9 percent falls in the range of 3.5 to 5.9. The majority of the crop fell in the 4.0 to 5.0 range.

In Pressley test the cotton tested showed only 8.1 percent below 70,000 pounds per square inch and 91.6 percent 70,000 to 100,000 pounds per square inch. Most of it fell in the 75,000 to 85,000 pounds per square inch range.

Pfeifferberger said this early cotton quality report is much better than the early 1957 report and even better than in the good quality year of 1956.

Elliot K. Ludington Dies; Headed Chase Bag Co.

Elliot K. Ludington, chairman of the board of Chase Bag Co., died of a heart attack, Oct. 8, at St. Clare's Hospital in New York City. He was 82 at the time of his death.

He was born in St. Louis, Mo., and was graduated from Pennsylvania Military Academy in Chester, Pa., and entered the bag business in 1896.

In 1898 he married the late Florence Edson Bemis who died in 1921. He is survived by his second wife, Mrs. Anne Geffen Ludington; four children, Mrs. Theodore B. Bleecker of Charlottesville, Va.; Mrs. William G. Weld of St. Louis; F. H. Ludington of Pelham Manor, N.Y., president of the Chase Bag Co., and E. K. Ludington, Jr., of Greenwich, Conn., as well as by 11 grandchildren, and 15 great-grandchildren.

Meeting on Pink Bollworm

California control men and cotton interests will discuss the pink bollworm threat at a Bakersfield meeting Oct. 24.



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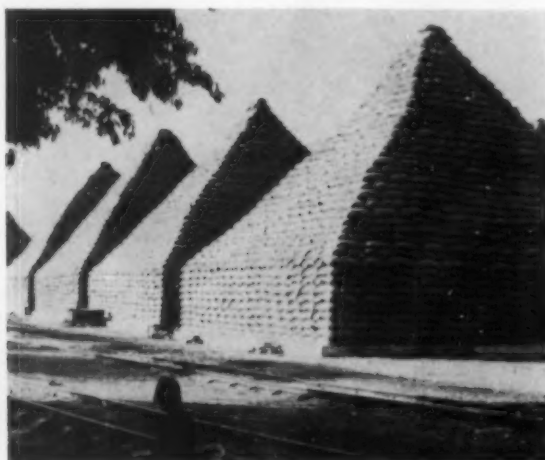
More Competition Will Face U.S. Oilseeds

Other producers increasing output; importing countries want seeds to crush, not oil.



Photos Courtesy "Foreign Agriculture"

U.S. SOYBEANS being loaded on a barge at Hamburg for delivery to oil mills in West Germany.



PEANUTS make pyramids in Nigeria as they await transportation. Nigeria is increasing its exports of oilseeds and oils.

mand, as frequently reported in The Cotton Gin and Oil Mill Press. The cottonseed industry has been less active in foreign promotion, but National Cottonseed Products Association and the National Cotton Council are currently studying ways to sell cottonseed products abroad.

Growers and ginners, as well as oilseed processors, have a vital interest in these foreign markets. They directly influence the domestic market for seed. They have been taking about one-third of our soybean and cottonseed oil output in recent years—one-fifth of such oils as flaxseed and linseed.

As a new season starts, USDA's publication, Foreign Agriculture, has summarized the current oilseed and oil situation. Excerpts from this publication follows:

• **Edible Oils Trade**—Striking changes have occurred in the world trade pattern for edible oils and oilseeds. Before World War II, Asia was outstanding as the world's leading exporting area. Africa ranked second and South America third, followed by the Antarctic—with its whale oil—and Oceania. Europe was by far the leading importing area, but the U.S. also had a substantial net import balance.

Today the situation has reversed itself somewhat. Population increases in the underdeveloped countries and their industrial and economic progress have boosted domestic consumption; in many of these countries oilseed production has not kept pace. In a few cases, production has actually declined.

This has resulted in a severe drop in exports from Asia and South America. India is an excellent example. Ranking first among exporting countries before the war, India now permits exports of edible oils only when domestic supplies are ample and domestic prices reasonably low. As a result, India's exports of edible oils since 1952—except for 1955—have been small; in fact, since 1956 they have been negligible.

China, which ranked second in the prewar period, is another example. While Communist China is still a leading oilseed

THE HONEYMOON MAY BE OVER for the American oilseeds industry. Cottonseed crushers may question whether any honeymoon ever existed for them; but soybean producers probably will admit that they have enjoyed a period of bride-like bliss as they have rapidly expanded to meet the worldwide need for fats and oils since World War II.

This era has seen the U.S. change from a net importer of vegetable oils to the supplier of about 45 percent of the world's edible oils export volume. Without this American supply, the diets of many peoples would have suffered. Without this export market, U.S. growers could not have expanded their soybean output as they did.

How long can this happy status continue? No one knows. But USDA and the soybean industry have been working for several years to foster foreign de-

AN OIL MILL in Nigeria receives palm nuts, competitor of U.S. oilseeds.



(Continued on Page 13)

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3

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Rex averages 36% to 38% lint when seed are dry.

4

EARLY MATURING

Ready to pick 10 days to two weeks earlier than current varieties—means whiter cotton—more dollars for you.

What leading cotton planters say about **REX**



"I'm sold on Rex," says Mr. W. Rumsick—cotton planter of Route 2, Grubbs, Arkansas. "It's an early maturing cotton that yields good, and I especially like the short Rex plants and large bolls that make for easy picking."



A. Earl Bolton, who operates 2,000 acres of cotton land in Pemiscott and New Madrid Counties, Missouri, points out: "I like Rex. I'm telling all my friends about it. We've achieved wonderful results with Rex in both sandy loamy land and in heavy mixed land."



"I'm well satisfied with Rex seed," says Mr. Harvey McGeorge, Althiemer, Ark. "We planted our 1750 acres in Rex Seed for the first time this year and it is definitely an earlier cotton than any other variety we've ever planted."



"Rex is 'The Cotton'" says cotton grower Edgar Hollan, Jr., of Wynne, Ark.



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Rex matures 10 days to two weeks earlier than current varieties. This early maturity is desirable because picking can be started earlier under usually better weather conditions than late varieties. Every grower knows the value of earlier maturity when there is a wet fall. In such years Rex will be a whiter cotton because of earlier picking. This whiter cotton brings a better market price than varieties that must stay in the field longer for full maturity.

Exceptionally High Yields

Rex is exceptionally high in lint yield. In recent AES yield comparison tests in Arkansas, Mo., Miss., and La., Rex was a consistent high yielder, leading all varieties tested at nearly all AE Stations.

Resistance to Wilt and Blight

In addition to early maturity and exceptionally high yield, Rex is resistant to two diseases attacking cotton . . . Fusarium Wilt and Bacterial Blight (Angular Leaf Spot). Nearly every cotton grower has been faced with these two common diseases. They cause tremendous losses and reduced yields everywhere cotton is grown. Rex was especially developed to be resistant to both diseases by the University of Arkansas as a part of a state-federal project. One of the parents was resistant to Wilt; the other parent

was resistant to blight. Several cottons are resistant to one or the other of these diseases. Rex is the only cotton that has been developed with the idea of breeding resistance to both diseases in one cotton. This has been very successfully done as proved by comparative wilt and blight incidence reports of AE Stations and Field Reports from planters for the past three years.

Rex Seedlings are Vigorous

Rex has seedling vigor that is very essential in mechanical farming. It emerges with a long shank and can be plowed or oiled with herbicides much sooner than some cottons and before young grass and weeds become a problem.

The stalk of Rex is short to medium in height making it excellent for machine or hand picking. Rex cleans out of the bur good.

Gin turnout is exceptional, averaging 36% to 38% when seeds are dry.

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Although Rex has been available in commercial quantities for only two years, it has been widely acclaimed by planters, trade journals, agronomists, and seed men.

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U. S. Oilseeds

(Continued from Page 10)

exporter, the level is well below prewar. Apparently this level is achieved only by denying the Chinese people access to the supplies, for per capita consumption is extremely low. However, these exportable items comprise one of China's main sources of foreign exchange, thus the inducement is strong to make them available for export. Also, since trade is closely controlled by the Communist Chinese Government, oilseed exports are often made to serve political ends.

The drop in exports from Asia and South America has been counterbalanced by increased availability from Africa and North America—above all, from the U.S., which has changed from a major net importer to the world's largest net exporter. Europe still remains the world's great import market, taking more edible oils now than before the war.

• **Competing Oils** — Despite this enviable position, U.S. soybean and cottonseed oils face competition in world markets from many sources. They not only compete with cotton and soybean output from other countries but with other oils—peanut, olive, sesame, rapeseed, and sunflower.

Besides the U.S., major exporting countries of edible vegetable oils are China, Nigeria, French West Africa, and, in some years, India and Argentina. Recently the Sudan and the Union of South Africa have been forging ahead.

While the Mediterranean countries are large producers of olive oil, they are also large consumers, and because of price and taste preferences, consumption outside of the Mediterranean area is limited. When the olive crop is small, the Mediterranean countries sharply increase their imports of the other edible oils. This has resulted in a large percentage of our edible oil exports going to such countries as Spain, Turkey, Greece, Italy, and Morocco, mostly under Public Law 480 programs.

• **Hard Oils** — The competition that U.S. edible oils meet in the manufacture of margarine—chiefly in Europe—also comes from the "hard" oils, i.e., those that are solid at room temperature, such as palm, coconut, and hydrogenated whale oil. These hard oils are blended with liquid oils to make a product of the desired consistency. Hence they are complementary up to a point, but they are also competitive. Formerly, palm and whale oils were used largely for soap; their shift to margarine manufacture came about through greater availability of U.S. tallow at relatively low prices for soap-making.

Major exporters of copra and coconut oils are the Philippines, Indonesia, Ceylon, Malaya and the South Pacific islands. Palm oil comes principally from Nigeria, the Belgian Congo, and Indonesia; other sources are Malaya and French West Africa.

Competition among edible oils is determined by a combination of price and other factors. For example, the U.S. has an excellent dollar market for its cottonseed oil in West Germany where it is used in a high-quality margarine. Peanut oil can be used but ordinarily cottonseed oil sells for less than peanut oil. However, a short U.S. cottonseed crop last year and bumper peanut crops in Africa have reversed this price relationship and caused the German cottonseed oil market

California Cotton Prophet Right

A California prophet knew what he was talking about, 40 years ago. In 1918, J. W. Eldridge, general manager of California Products Co., told the Fresno "Bee" that he was confident cotton had a bright future as a crop for the San Joaquin Valley.

to be partly lost to African peanut oil during the current marketing season.

• **Dual Market for Soybeans** — The U.S. and Communist China produce and export nearly all of the world's soybeans.

Japan is one of the major markets for soybeans and it is a dual market. Here large quantities of beans go directly into food products, and the remainder are crushed. Yet even after the crushing, most of the meal is used for human food and very little for animals. While Japan imports many more soybeans from us than it takes from Communist China, there are signs that we may lose part of this market to China because Japan is short of dollar exchange. Some groups in Japan, mainly the steel industry, would like to expand trade with China as an alternative market for their products, which cannot be absorbed domestically. Two trade agreements between groups in Japan and China were signed this year for just this purpose. Apparently they have fallen through, at least temporarily.

Where the U.S. gains most in world markets is through its large exportable supplies of soybeans. Europe has a sizable modern crushing industry which must be kept busy. Since the trend in many of the other oilseed-exporting countries is to crush the seed locally and only export products, Europe has increasingly turned to the U.S. for raw materials. India and Argentina, for instance, are exporting oilseed products and not the seeds.

• **Trade Prospects** — In terms of human want the world market for edible oilseeds and oilseed products seems almost limitless. But it is another matter when it comes to the ability to pay for these products. This gap has been bridged in some instances by the U.S. Government export programs — mainly Public Law 480. In the 1957-58 marketing year, somewhere over 60 percent of U.S. edible oil exports are being financed in this way. So, obviously, without such programs our exports would be much lower.

Over the long term, prospects for U.S. exports of edible oilseeds and oilseed products are bright. Population increases and the upward trend in per capita consumption suggest an expanding market. Also, it is not likely that foreign production will show any sudden major expansion. Actually, the trend seems to be toward reduced exportable supplies in some of the other exporting areas. This does not mean that there may not be times when we will have difficulty in moving large supplies. What it does mean is that in the long run U.S. exportable supplies, though large, should be able to move in the export market.

• **Nonedible Oils** — The U.S., Canada, and Argentina are the world's largest exporters of flaxseed and/or linseed oil,

with most of the shipments going to Western Europe. In most of the recent years, world prices have been below those of U.S. support levels for flaxseed, so that U.S. exports have consisted mostly of CCC stocks acquired in price-support operations and sold at competitive world prices. Canada does not support flaxseed prices, and while Argentina does, its support levels are below U.S. prices.

Over the long run, the U.S. faces stiff competition from these two countries. Should price supports be maintained at the 1958 crop level, we would probably be able to export sizable quantities of flaxseed or linseed oil, or both, only in those years when supplies of foreign countries are considerably reduced by poor yields.

New Publications

MATERIAL IS OF INTEREST TO PRESS READERS

Several new publications, of special interest to readers of The Cotton Gin and Oil Mill Press, have recently been issued.

USDA has a new progress report in bulletin form entitled "Effects of Cleaning Practices at Gins on Fiber Properties and Mill Performance of Cotton." It is their marketing research report No. 269, and is available from the Superintendent of Documents, U.S. Government Printing Office, Washington 25. The bulletin outlines the research studies conducted to determine the effects on cotton fibers of such cleaning devices in gins as overhead cleaning equipment, driers, and lint cleaners, and the effects of these cleaning practices upon the quality and value of the cotton fibers.

Texas Experiment Station has available its new bulletin, MP-285, a report as of June 1958, on "Physiology and Biochemistry of Abscission in the Cotton Plant." This bulletin summarizes the critical research during the past 70 years on the abscission problem of shedding and defoliation in cotton. This bulletin is available from Texas Experiment Station, College Station.

National Cotton Council has published a special edition, August, 1958, of "Cotton Counts Its Customers," compiled by their Utilization Research Division. This provides statistics on the volume of cotton consumed by major end uses, cotton's share of each, and changes and trends in cotton consumption for the calendar years 1939 and 1947-56. This new report was prepared to revise and to supplement data contained in previous editions. It contains three major sections: first, cotton consumption by end uses; second, unit production, percent of market held by cotton, and cotton consumption by end uses, and third, typical cotton conversion factors for end use products. It is available from the National Cotton Council, P.O. Box 9905, Memphis 12, Tenn.

Venezuela's Sesame Seed Supply Down in 1958

Venezuela's 1958 supply of sesame seed is forecast at 37,300 short tons, down 15 percent from 1957 although carrying stocks were notably larger than last year's, according to USDA. A sharp decline in imports and a smaller domestic outturn account for the forecast decline.

R. W. Moore Dies at 61

Raymond W. "Dinty" Moore, vice-president of Riechman-Crosby-Hays Co., Memphis, died Oct. 2 at his home, after an illness of several months. He was 61.

Moore was president of Riechman-Crosby when the mill supply firm at 223 South Front was bought by Hays Supply Co. interests recently.

Starting as a bookkeeper in 1920, Moore earned steady promotions. Before he joined the supply firm he was with Southern Bell Telephone and Telegraph Co. for three years.

Born at Cullcoke, Tenn., he was a graduate of Columbia High School. An avid sportsman he was a member of the Oak Donic Hunting Club, near Tru-

mann, Ark. He also was a member of St. Luke's Methodist Church, Kiwanis Club and the Memphis Chapter of the National Association of Credit Managers, of which he was a past president.

Besides his wife, the former Cora Woodward of Slate Springs, Miss., he leaves a son, Ray Moore of Waynesville, N.C. and two daughters, Elsie Moore of Dayton, Ohio and Sherry Moore of Memphis.

Pakistan To Get Cotton

USDA has announced the issuance of an authorization to Pakistan to finance the purchase of up to \$378,192 worth of extra long staple cotton from U.S. suppliers under Title I of Public Law 480.

Fresno Cotton Wives Plan "Cotton Weekend"

Members of the Fresno Cotton Wives Auxiliary have all attention focused on the second weekend in November.

The two days of activities will begin Nov. 7, with the arrival in Fresno of the Maid candidates. A buffet dinner for the candidates and judges will be given that evening in the Fresno Hacienda Motel. Mrs. Leon S. Peters is the chairman.

A luncheon when the candidates will be introduced has been scheduled for Nov. 8 also in the Hacienda. Mrs. Earl J. Cecil is chairman of reservations.

The climax will be the annual Cotton Cotillion the evening of Nov. 8 at which the Maid of Cotton will be named. A formal dinner dance beginning at 6:30 p.m. will be held in the Rainbow Ballroom.

A Thousand and One Nights has been selected as the ball theme. Mrs. William Thomas Bogard is the general chairman. Mrs. B. C. Miller and Mrs. Jack Cardwell are the decoration chairmen.

Other committee heads are Mrs. Bernard Delafoss and Mrs. Kenneth J. Inman, cocktails; Mrs. Karbel B. Smith and Mrs. Edward Hudson, dinner; Mrs. John C. Morgan and Mrs. Meredith R. Morgan, reservations; Mrs. George Cavanagh and Mrs. Ludwig Bischoff, invitations, and Mmes. Gerald Brewer, Earl D. Cecil and Fred Willey, maid selection.

The decorating committee includes Mmes. Milo Erwin, Irving S. Greer, Jack Leonard, A. T. Mann, William S. McLeod, Wendell Johnson and Fred Roullard, Jr.

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Leaders of Industry Meeting in Lubbock

Leaders of the cotton industry are gathering in Lubbock Monday, Tuesday and Wednesday for cotton meetings of Beltwide interest.

USDA's Cotton and Cottonseed Advisory Committee, which includes representatives from all major segments of the industry and all parts of the Cotton Belt, is meeting on the Texas High Plains for the first time on Oct. 20.

The 1958 Spinner-Breeder Conference will meet in Lubbock, Oct. 21-23, bringing together research and industry representatives to discuss quality evaluation, upgrading cotton quality and other problems related to breeding and spinning. Delta Council of Mississippi, through its Advisory Research Committee, sponsors the Spinner-Breeder Conference, with the cooperation of other groups.

Plains Cotton Growers, Inc., will be hosts to these two meetings, and will sponsor the 1958-59 South Plains Maid of Cotton Contest on Oct. 20-21. A Maid of Cotton Ball will be held on the first evening, at Lubbock Country Club; and the finals are scheduled for the second evening, Oct. 21, at Lubbock Municipal Auditorium. Dixon White, Lubbock Cotton Oil Mill, is contest chairman.

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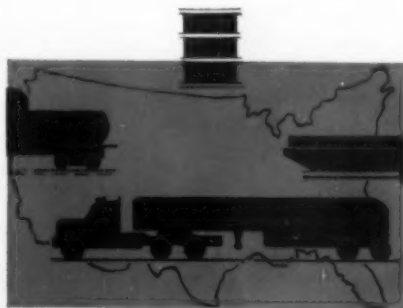


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• Growers Don't Know Variety They Grow

CALIFORNIA cotton growers don't seem to know what they're growing.

U.S. Cotton Field Station at Shafter, Calif., tried an experiment of asking a group of cotton producers to identify the state's Acala 4-42 variety among seven fibers. Only 11 percent of the farmers could spot the variety which they raised on their farms.

New Publication

CHANGES IN CASTORBEANS IN STORAGE FIVE YEARS

Agricultural Marketing Service, Marketing Research Division of USDA, has published a new bulletin outlining the findings of a study covering a period of five years of castorbean storage.

The publication points out that castorbeans store well under normal conditions with only small economic losses. The oil from the beans stored two years still met National Stockpile Specifications for No. 1 oil. The quality of oil from stored castorbeans decreased over time, becoming grade No. 3, with respect to color, in the third year. Also it was found that stored castorbeans tend to absorb moisture in cold months and lose moisture in hot months, although the average moisture content declines in time.

This new publication, Marketing Research Report No. 264, "Changes in Castorbeans During Five Years of Storage," is for sale by the Superintendent of Documents, U.S. Government Printing Office, Washington 25, D.C.



Mill Gives Future Farmers Trophy Case

ED FISCHER, manager of the field department of Producers' Cotton Oil Co., Fresno, Calif., is shown presenting a permanent trophy case to Future Farmers of the district. Harold Hoyer, second from left, and Stanley Miller, vocational agriculture teachers, accepted the gift on behalf of the boys and their leaders.

• \$6,500,000 Promotes Dairy Products

DAIRYMEN plan to spend \$6,500,000 yearly to promote butter, milk and other dairy products, Sam von Rosenberg, American Dairy Association manager for

Texas, recently said.

ADA's budget for product promotion was only \$240,000 in 1940.

National Dairy Month observance; four-color, full-page newspaper advertising; magazine and TV advertising and other promotional activities are scheduled.

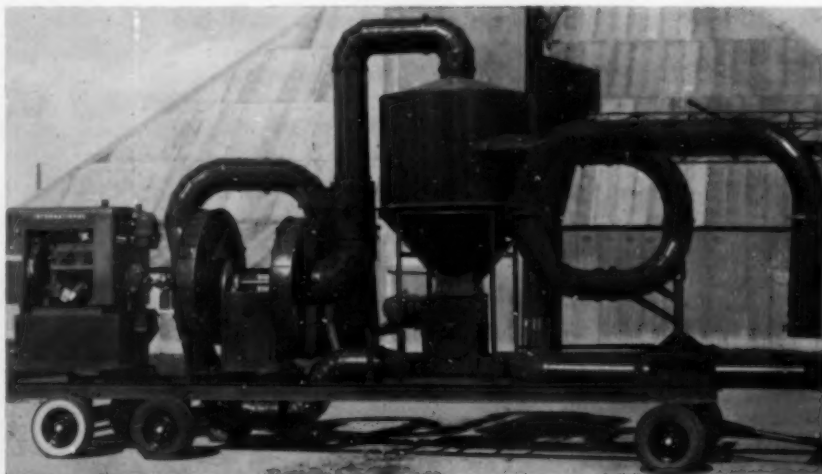
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• Arkansas Has Top Soybean County

MISSISSIPPI County, in Arkansas, leads the nation in soybean production, both in acreage planted and in total bushels produced, report County Agents D. V. Maloch and Keith Bilbrey.

But county agents and the Mississippi County Farm Bureau had to prove that the oil content of Mississippi County soybeans was about as high as beans grown in other sections of the country in order to get the full support and the top market price for soybeans.

The first soybeans grown in Mississippi County were grown for hay, according to the reports by Stanley D. Carpenter, a former county agent. Later the records show that the crop was used to interplant in corn.

In 1938 the acreage interplanted in corn was approximately 75,000. Nearly all soybeans are now grown separately for export and for crushing at the soybean oil mills.

County agents and oil mills had a lot to do with the early promotion of soybeans in Mississippi county. Carpenter, J. E. Critz, F. H. Whitaker, E. H. Burns and D. S. Lantrip did a lot of promotion work in expanding the acreage of soybeans in the earlier stages of the program.

Bilbrey and Maloch, county agents since the fall of 1943, have seen the soybean acreage grow from 75,000 to about 265,000 acres in 1958. Most of the increased acreage during the past 15 years has replaced corn and filled up the gap left by cotton allotments.

Soybeans were first planted to try out a new crop. They found a special place in the Mississippi County and Arkansas economy because they filled the need for a hay crop. Soybeans also fit into the trend toward mechanization. Today it is one of most nearly-mechanized crops grown in this area, Maloch says. Soybeans are the second most valuable crop grown in Mississippi County. This crop in recent years has ranged in value from \$5 to \$13 million or from 15 to 40 percent of the total farm income.

Farmers in South Mississippi County who keep their soil free from noxious weeds and grasses and rotate soybeans with clean cultivated crops generally make the highest yields per acre.

In this county in most cases one of the recommended varieties, Dorman, Lee or Ogden is planted. No fertilizer is generally needed for top yields of soybeans in South Mississippi County.

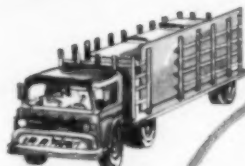
The farmers handle their soybeans at harvest time by letting them dry in the field to 14 percent moisture or less before they combine them.

After they are combined they store some of them at home in circular steel tanks, special grain bins inside of houses and barns or in other available storage bins. The great majority of the beans go directly to the market at the oil mills, the soybean buying stations, commercial storage centers, etc.

Directors Named at Acuff

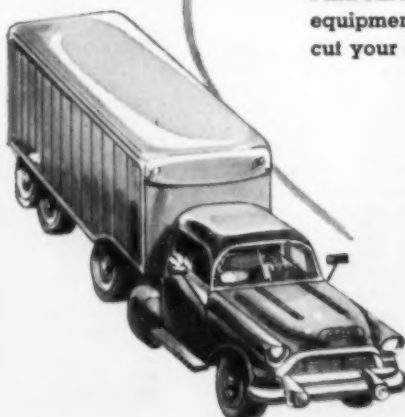
Directors of Acuff Cooperative Gin at Lubbock, Texas, are J. B. Sherrod, president; B. A. Darby, vice-president; Bob Parks, secretary-treasurer; L. A. Cox, Edgar Reynolds, Smith Keller and H. P. Gregory. Manager is Charlie F. Hunter.

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Cotton Estimate of Oct. 1

USDA reduced its 1958 cotton crop estimate by 430,000 bales during September, with a crop of 11,675,000 bales indicated on Oct. 1. Excessive rain in central and western areas caused the reduction. The indicated yield dropped 17 pounds to 469 pounds of lint per acre, still a record high.

In the Carolinas and Georgia, yields are turning out better than expected earlier. September weather was favorable and the percent ginned to Oct. 1 was considerably higher than average. In the Central Belt, where the crop was already two to three weeks late, excessive rains during September slowed maturity and seriously interfered with harvesting. With rank growth and heavy foliage, continued rains caused serious losses from boll rot, especially in Arkansas, Mississippi and Louisiana; quality was also lowered. Only one-tenth of the crop was ginned to Oct. 1 in Mississippi compared with the average of 51 percent. Ginnings in Tennessee, Arkansas and Missouri were also around 10 percent, compared with the average of about 40 percent.

In Texas, harvest was practically complete in the Lower Valley and Coastal Bend and fairly well advanced in central areas before September rains set in. Floods and frequent rains caused heavy losses in the upper coastal, south central and northwestern areas and materially reduced quality. Around one-third of the crop was ginned prior to Oct. 1. September weather was generally favorable in Oklahoma. Rains delayed harvest in New Mexico and Arizona and stepped up damage from boll rot. In California, locally heavy rains and wind caused some damage with shedding and slow development of late bolls also limiting prospects. For the U.S., an estimated 22.6 percent of the crop was ginned to Oct. 1, compared with 22.9 a year ago, and the average of 37.8 percent (See ginning report in this issue).

Details by States

State	Acres for harvest 1958 ¹	Lint yield per harvested acre			Production ² 500-pound gross weight bales		
		1947-56 average	1957	1958 Indic.	1947-56 average	1957	1958 Indic.
	1,000 acres	Pounds	Pounds	Pounds	1,000 bales	1,000 bales	1,000 bales
North Carolina	270	324	321	409	441	231	230
South Carolina	355	306	329	412	628	344	305
Georgia	398	276	333	422	681	396	350
Tennessee	410	383	427	515	583	415	440
Alabama	544	307	346	384	884	530	435
Mississippi	1,145	388	388	453	1,759	1,081	1,080
Missouri	300	400	281	496	399	179	310
Arkansas	1,030	374	415	466	1,458	981	1,000
Louisiana	375	389	380	397	639	348	310
Oklahoma	420	175	234	343	374	263	300
Texas	5,380	222	295	366	3,937	3,632	4,100
New Mexico	178	573	619	742	269	236	275
Arizona	384	777	1,037	1,075	687	763	860
California	733	714	1,035	1,080	1,348	1,537	1,650
Other States ³	38	300	316	384	49	28	30
United States	11,960	317	388	469	14,136	10,964	11,675
American-Egyptian ⁴	75.4	426	485	505	41.6	81.9	79.4

¹ Sept. 1 estimate. ² Production ginned and to be ginned. ³ Virginia, Florida, Illinois, Kentucky, and Nevada. ⁴ Included in state and U.S. totals. Grown in Texas, New Mexico, Arizona and California.



Heads Cotton Co-op

DR. C. R. SAYRE, Scott, Miss., who has been president of the Delta & Pine Land Co. for eight years, has resigned to become president of Staple Cotton Cooperative Association on Jan. 1, 1959. He succeeds the late W. M. Garrard. No successor for Dr. Sayre at D&PL Co. has been announced. A native of Illinois, Dr. Sayre was with USDA in Atlanta, served in World War II and became superintendent of the Delta Branch Experiment Station, Stoneville, Miss., in 1946. He returned to USDA in 1949 but succeeded the late Oscar Johnston as head of Delta & Pine Land Co. in July of 1950.

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FOR HIGHEST YIELD, COARSER FIBRE

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Watson Storm-
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"I OPERATE a cotton stripper on my own crop and also do work for the public. I stripped in approximately 11 fields this past fall, containing five different types of cotton. Next to the last field was Watson's Stormproof. The field was the most heavily infested with Johnson grass I had stripped in. The cotton had stood the weather perfectly, stripped better and brought approximately 5¢ per pound more in the loan than any of the other cotton I had stripped. Watson's Stormproof cotton certainly proved to me it is a good cotton to plant."

INVEST IN A REAL MONEY MAKER . .
PLANT Watson Cotton
FOR HIGHEST YIELD, COARSER FIBRE



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• Council To Finance Cotton Research

WHAT FOOD substances in the cotton plant attract boll weevils?

Which of these substances are essential for boll weevil reproduction?

Can you grow a cotton plant weevils won't attack?

Why does the cotton plant set and mature less than half its squares and blooms?

Answers to questions like these are the aim of two high priority research projects, unusual not only in their nature but in their administration. They are the first in which the National Cotton Council is investing funds in line with a recent policy giving financial support directly for broadening investigations in key areas for cotton. The first two projects are being conducted through cooperative agreements with the USDA Agricultural Research Service.

Scientists' answers to some basic questions about the boll weevil can mean millions to cotton growers. Feeding only on cotton, the boll weevil causes an estimated annual loss of over \$200 million in yields. Additional losses of many millions result from cost of control efforts, quality damage, and limited response to other practices.

In the research project, scientists will seek to identify the substance or substances in the cotton plant which attract boll weevils for feeding—and which are essential for the weevil's reproduction.

Already developed is an artificial diet upon which the pest may be reared in the laboratory. However, the basic requirements for stimulating reproduction have not yet been identified. Apparently, there are some substances—found only in the fruiting forms of the cotton plant—which are necessary for reproduction.

If the substances can be identified, they may be combined with insecticides to kill boll weevils before eggs are laid. Another possible approach is the elimination of the substances from the plant through breeding.

In either case, the substances first must be isolated and identified by researchers.

The other research project calls for a basic investigation of fruiting control in cotton. The fact that the cotton plant normally sets and matures less than 50 percent of its squares and blooms has been of great interest for many years.

However, no adequate explanation of the exact mechanisms involved has been determined to date. But researchers have discovered that boll retention is affected by certain chemicals in the bolls or by synthetic chemicals.

These discoveries indicate that valuable information may be obtained from an accelerated investigation of boll shedding mechanisms. Research may make it possible to control the time and quantity of fruiting and to improve the quality and yield of cotton.

The actual research work on the two projects will be conducted by the Agricultural Research Service in cooperation with two Cotton Belt land-grant colleges. The Council's production and marketing division will maintain close liaison with the cooperators and will provide technical assistance as needed.

A total of \$50,000 has been allocated for the boll weevil project. The Cotton Council, through the Foundation for Cotton Research and Education, has allo-

cated \$20,000, and the USDA and the Texas Experiment Station will spend \$30,000.

The foundation has awarded \$18,000 and the USDA and the California Experiment Station \$30,000, bringing the total to \$48,000 for the boll shed project.

Central Soya Offers Stock

Central Soya Co., Inc., is offering 200,000 additional common shares for sale to the public.

■ LEE CANTERBURY, Car-gill's, Inc., manager, discussed the grain industry Oct. 6 at the first fall meeting of Memphis Agricultural Club.

Textile Mills Announce Holiday Shutdowns

Burlington Industries, Inc., has announced that its Cotton Mills Division will close all print cloth mills the day before Thanksgiving for the remainder of that week. Mills also will close Dec. 23 for the remainder of that week.

J. Spencer Love, chairman of Burlington, said mills will not exceed their current five-day operating week during the remainder of 1958.

Abney Mills and Chicopee Manufacturing Co. also have announced plans for holiday shutdowns. Cone Mills' president, Cesar Cone, says markets for its textile fabrics "show a better tone" although prices have not improved.



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HIGH CAPACITY-HIGH EFFICIENCY-LOW POWER
CONVEYOR

Developed for Moving Bulk Materials
Using a Standard Screw Conveyor Trough

Conveys **HORIZONTALLY**
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Handles:

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Free-Flowing Materials.

"Hy-Flo" Conveyor consists of a series of flights carried by a rugged chain fitted with attachments enclosed in a Screw Conveyor Trough.

A standard head section is made of heavy gauge steel and fitted with shaft, bearing and sprocket.

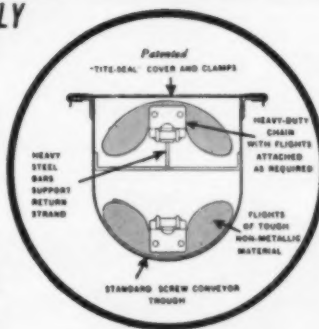
A standard tail section comprises a tail shaft, sprocket and take-ups.

Intermediate sections consist of screw conveyor trough (usually carried in stock) fitted together in the regular manner to any desired length.

The complete "Hy-Flo" unit is enclosed with our "Tite-Seal" cover design providing dust-tight construction.

This outstanding development incorporates excellent features:

Economy
Self-Cleaning
Low Horsepower
Long Life
Simplicity of Maintenance
and Extreme Compactness.



CROSS SECTION

Note Neat, Compact Construction

"Hy-Flo" Conveyor introduces a new theme in conveying because it offers economy, is self-cleaning, compact and requires only a small amount of power to operate. Further, it handles any kind of bulk (abrasive and non-abrasive) and at an effective speed due to simple, uncomplicated design.

The cross-section above portrays its simplicity. Everything operates within one trough—no separate return strands are necessary. The flights carry a deep load either horizontally or at any incline. Their shape fits the contour of the trough, giving positive wiping action. The flights are made of special tough, non-metallic material which assures long wearing quality coupled with smooth operation.

You'll be pleased with "Hy-Flo" as we are proud of its development. Give "Hy-Flo" consideration before making commitments on changes in your conveying system. Our engineers will gladly discuss your problem.

Write for Bulletin HF-958



No Anise for Them

Calves May Not Like What You Eat

Food that tastes good to people may not please animals.

Calves don't like anise, Georgia Experiment Station tests indicate, although feed manufacturers have for years flavored calf starters with anise to make them more palatable.

Dr. W. J. Miller of the Station says that farmers and manufacturers may save \$1000,000 yearly if anise oil proves unpalatable to other types of livestock.

This research is one of many feeding experiments for which private industry provides grants to supplement public funds, Dr. Miller pointed out. Cotton Producers' Association, for example, has granted \$500 for such studies for the fourth consecutive year.

Writing Insect Bulletin

Gordon L. Smith, retired USDA entomologist, Shafter, Calif., is doing research work at the University of California for a bulletin on cotton insects.

Working with Smith on the bulletin will be Dr. T. F. Leigh, who is replacing him in cotton insect research in the San Joaquin Valley; Dr. H. P. Reynolds, who will discuss the cotton insect problem south of the Tehachapis, and Dr. Robert van den Bosch, for the natural control of cotton insects in California. Reynolds and van den Bosch are on the staff of the University of California's Citrus Experiment Station at Riverside.



Studying Cotton Gin Engineering

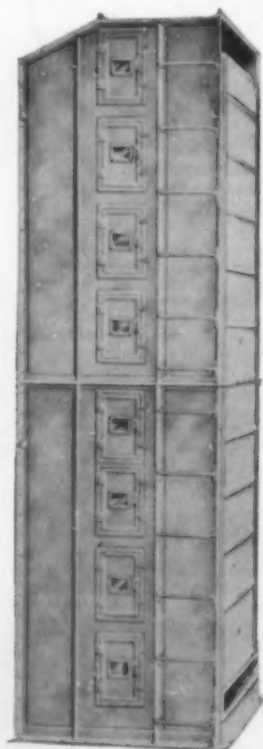
TEXAS TECHNOLOGICAL COLLEGE, Lubbock, is offering a course in cotton gin engineering for the second year. Joe R. Jones, until recently Texas Extension ginning specialist, is teaching the eight students. Shown in the picture, left to right, are the following students: Robert Willis, Comanche, Texas; Howard Fleming, Burkburnett, Texas; C. William Ruth, LaFeria, Texas; Guillermo Noguera, Colombia, South America; Derwood Blagrove, Big Spring, Texas; Edwin L. Foster, Lubbock; John Kaisner, Wynne, Ark.; and John R. Moseley, Rochelle, Texas. Standing to the left of the drawing is George Pfeiffenberger, executive vice-president, Plains Cotton Growers' Inc. The three men on the extreme right are, left to right, Ray Flege, head of textile engineering at Tech; Joe Jones; and Ira L. Williams, head of the agricultural engineering department.

Cattlemen Present Awards To Stangel and Miller

Texas cattlemen presented their first two Distinguished Service Awards to W. L. Stangel and Dr. J. C. Miller, livestock leaders, Oct. 9 at the State Fair of Texas. Stangel recently retired as dean of agriculture at Texas Technologi-

cal College. Dr. Miller, formerly dean at Texas A&M, heads the dairy and animal husbandry departments at Oregon State College.

Norman Moser, DeKalb, president of Texas and Southwestern Cattle Raisers' Association, presided and John Biggs, immediate past president, made the presentation.



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- ★ 2 Section Construction of 16 Gauge, reinforced by 2 x 2 x 3/16 angle iron. Each section weighs 1750 lbs. It's made to LAST.
- ★ Removable front and back, and shelves to facilitate on-the-job repairing, which reduces down time and repair costs.
- ★ Featuring — Non-painted shelves to minimize fire hazard and choke up. Wonder State Original Non-Choke Discharge.

Write, wire or call

WONDER STATE MANUFACTURING CO.
Paragould, Arkansas

as viewed from

The **PRESS** Box

• Grouping May Help Gins

GROUPING LOADS of seed cotton at the gin helps the farmer and the ginner by permitting more careful ginning. Moist cotton, hand-harvested cotton and machine-harvested cotton, if grouped properly, can be given the right amount of drying and cleaning—not too much or too little. Recommended by ginning specialists, the National Cotton Council, ginner and farmers who have tried it, seed cotton grouping is spreading across the Belt. The practice is especially helpful in seasons such as 1958, when moisture and harvesting conditions are difficult. Admittedly, it isn't always easy to "sell" farmers on the idea of grouping their loads, instead of the old "first come, first served" practice of ginning. But, the practice puts money in the grower's pocket—and ginner will render a service to their customers by grouping seed cotton in many areas.

• Whales for Appetizers

WHALES may provide appetizers for cocktail parties soon, as well as oil for various products. Muktuk, the layer of tissue under the outer skin of the Beluga whale, is being introduced to Canadian food brokers. The taste was described as a cross between pickled herring and good liverwurst—"it compares favorably with other things offered at cocktail parties," a taster said; and he may have something there!

• Seed Worth \$14 in 1983

COTTONSEED, delivered at Memphis oil mills, was bringing \$14 per ton 75 years ago, the files of the Commercial Appeal show. R. W. Nicholson was secretary-treasurer of Memphis Cottonseed and Oil Exchange at the time, and Memphis had seven oil mills.

• Notes on Women Drivers

LATEST STORY on a woman driver comes from Memphis. Patrolman Irby Sawyer stopped to help the driver of a stalled car. He got in, turned on the ignition and looked at the gas gauge. It was empty.

"Lady," he said, "I'm sorry to tell you, but your tank's empty."

The driver thought a moment, then replied, "Will it hurt the car if I just drive home like that?"

• Helping at Shows

LIVESTOCK SHOWS each fall give National Cottonseed Products Association field representatives an opportunity to visit with many livestock leaders and users of cottonseed products. Kenneth O. Lewis in the West, Dalton Gandy in the Midsouth and Ed Hollowell in the Southeast have been busy during recent weeks making friends for the crushing industry at livestock fairs and shows.

• Paging Ezra Taft

A JOKE made an oil mill switchboard operator red-faced recently. The mill in Fresno, Calif., installed a new loud-

speaker system. One of the first telephone calls asked for "Mr. Benson," and the operator politely said, "Who?"

"Ezra Taft Benson," the caller explained. The operator was busy paging the Secretary of Agriculture (who isn't too popular around some oil mills, we understand) when it dawned upon her that Mr. Benson was more likely to be in Washington than in her building.

• Shoeing Students

HORSESHOEING ISN'T a vanished art—at least, not at California Poly-

technic College, San Luis Obispo. A practical horseshoeing course, started 10 years ago by Ralph Hoover, offers three 12-week courses to a limit of 14 students. And Prof Hoover has a waiting list it will take two years to accommodate.

• King-Size Haul

A BALE of cotton can travel 55 miles by rail for the price of a package of cigarettes, according to T&P Topics.

• Good News for Brides

BRIDES, and lots of housewives whose bridal days are far behind, will be encouraged to hear that 1,294 different items come in tin cans. Ranging from A (abalone) to z (zaza insects), canned items were honored during September's "Canned Foods Month."

FIRST *in Speed*

FIRST *in Service*

FIRST *in Location*

for your

**COTTON
LOANS**



1st

**NATIONAL BANK
IN DALLAS**

MEMBER FDIC

Since 1875... the Cotton Man's Bank

Supima

(Continued from Page 7)

in fact, a number of things.

Arizona Experiment Station's W. E. Bryan bred Pima S-1. This is a cross of Pima, Tanguis, Sea Island and Upland strains. This new cotton makes a much higher yield than the old long staples—better than a bale to the acre. It helps U.S. growers to make money growing and selling Pima S-1 at prices that compete with Egyptian and other long staples.

"The finest cotton grown in large quantity anywhere in the world," its producers call Pima S-1. And, they set out to tell the world about it. They met at El Paso, Texas, in 1954. They coined a new word, "Supima" and formed a new organization, the Supima Association of America.

They agreed, furthermore, to do two things—price their cotton to sell, and sell their cotton by intelligent promotion.

• **They Even Cut Prices!**—Supima growers startled the agricultural world when they volunteered to take a price cut. Congressmen and others looked with awe at this strange group of Westerners. Who had ever heard of such a thing? What were they up to? Where was the hidden gimmick?

Finally, and it wasn't easy, the Supimamen, to coin a word of our own, convinced everyone that they weren't crazy, that they really wanted to reduce the support price for their fiber, and that there wasn't any concealed weapon in their jeans. They just wanted to sell what they could produce.

They got their way—cutting the sup-

port price for Supima about \$50 a bale in 1955—a reduction from 66 to 56 cents a pound in the price to growers.

• **They Hired the Best!**—The next thing the Supimamen did was to buy brains to

sell their product. They had set up offices at El Paso under the able direction of Mitchell Landers, one of the bright young men growing Supima in New Mexico. And, they established offices in New York—where the top buyers are—



Supima cotton is shown growing in an Arizona field with Dr. Walker Bryan of the University of Arizona, plant breeder who developed the seed, examining a stalk. Four thousand producers grow the variety and belong to the organization that has successfully promoted it.

NEW! IMPROVED!
CEN-TENNIAL 6-CYLINDER GRID
TYPE CLEANER WITH STICK AND
GREEN LEAF EXTRACTOR.



Easy to install in the
Field. Heavy Duty
Steel Construction.
Permanently sealed
Ball Bearings.

Cen-Tennial
COTTON GIN CO.
DALLAS, TEXAS • COLUMBUS, GA. • MEMPHIS, TENN.

Do you need more hull, stick and green
leaf extraction?

This problem can be economically solved
by adding a Cen-Tennial Stick and Green
Leaf Extractor to your present Cleaner,
regardless of make.

Write
Today
for
Literature



This Supima Association photo shows a Hope Skillman fabric styled by Arnold and Fox.

magazines women, and fashion designers, store buyers, etc., read and most readers of *The Press* seldom see).

Supima advertising has been clever and colorful. For women's apparel, full-color schedules have been published during the cruise and resort seasons (November-December-January) and for spring and summer (April-May) in *Vogue*, *Harpers Bazaar*, and the *New Yorker*. This fall, for the first time, the Association has a

color insertion in support of children's wear.

The color schedule on women's wear has been supplemented by other advertising to the retail and garment manufacturing trades through *Women's Wear Daily*.

Men's Supima cottons have received regular promotion through advertising in the *New Yorker*, with limited institutional insertions in *Daily News Record*, the leading daily publication reaching men's apparel manufacturers and retailers.

While advertising has formed the basis of the Supima promotion effort, numerous merchandising and publicity techniques are employed to broaden the over-all effectiveness of the program.

Garment hang tags, stickers, and

headed by a smart woman who had "grown up" with the National Cotton Council in promoting cotton—Mary Alice Stewart. (Her husband is Ernest Stewart, head of the Council's New York Office but Mary Alice Wilkens was a top cotton promoter for the Council long before he changed her name to Stewart.)

The Supima growers put up \$3 a bale for Association activities. Add that and the potential price cut of \$50 a bale which they risked, and you get a lot of money that these Westerners wagered. For comparison, if the entire cotton industry offered this year to take a comparable price reduction and make the same relative investment in sales promotion, the total in 1958 would be over \$600 million.

• **They Won the First Round**—The success that Supima had is no less than phenomenal.

Instead of taking a \$50 loss per bale, as they might have done, the Supimamen sold their lint at prices well above the 75-percent-of-parity support level to which they had reduced their price protection.

In 1953-54, U.S. mills had used only 6,000 bales of domestic long staple. In 1955-56, they used 28,700 and in 1956-57 the figure rose to 67,000. (In 1957-58, the total dropped to about 50,000 bales, for reasons explained later.)

Record quantities of Supima also went abroad in 1956-57. The 57,900 bales exported brought total consumption to 125,000 bales—far above any previous season.

Price, of course, was a big factor; but it would be hard to give too much credit to the promotional activities which have spotlighted Supima.

• **They Started at the Top**—Mary Alice Stewart and her co-workers began at the top in building markets for Supima. They recognized that the fiber must gain a reputation for quality, must have high prestige immediately, for ultimate success. They knew, also, that they didn't have enough dollars to do all of the promoting needed.

A policy was adopted, for these reasons, of concentrating on prestige names and prestige products and advertising in prestige media (that means the kind of

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MAIL THIS TODAY

PLEASE SEND INFORMATION TO ME ABOUT

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SIZE
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FEET

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ADDRESS _____



BRADEN STEEL CORP.

**1007 EAST ADMIRAL
TULSA 1, OKLAHOMA**

woven labels telling the Supima story have been widely distributed through leading converters and through topflight manufacturers. These ultimately appear on finished products as they are sold to the consumer.

Special merchandising pieces and training manuals have been prepared and distributed to leading manufacturers of women's, men's, and children's wear as well as to hundreds of the country's best known department and specialty stores.

Widely known high fashion designers are constantly appraised of new developments in Supima fabrics. In preparation for the 1958 cruise season, personalized kits of new Supima fabrics, listing converters and selling agencies from which they are available, were distributed in June to about 50 designers who are noted for their influence on the entire women's apparel market.

Regular coverage is made of all the major fashion openings in New York. Trend setting Supima dresses and sportswear are selected and photographed, with pictures and stories distributed to nearly 200 fashion editors of metropolitan daily newspapers across the country. Supima's own distribution is supplemented each season through placement of fashion features and photos with the key newspaper syndicates which supply material to hundreds of papers throughout the U.S.

Constant contact is maintained with textile mills and converters on new fabric development. This is essential because fabric development plans of converters and mills serve as the basis for promotion activity sometimes involving the full

Oklahoma Co-op Ginners Set Annual Meeting

The Cooperative Ginners' Association of Oklahoma, will hold its annual meeting Tuesday, Jan. 27, in Hobart, Okla., according to an announcement by Mrs. Lucile Millwee, secretary-treasurer of the organization, Carnegie, Okla.

range of the production chain—converter, garment manufacturer, and retailer.

• **Dollars Are Stretched**—Supima's own promotion dollars frequently are stretched immeasurably through the co-operation of converters and manufacturers. In many instances, the initial promotion by the Association of a specific fabric and garment has been followed by strong campaigns carried out by the textile house or the apparel manufacturer.

Any promotion program must be measured in results attained. In the case of Supima, it is relatively easy to determine what has taken place.

In February, 1955, when the Supima promotion offices were first opened, there were no Supima products.

During the intervening years Supima fabrics have been brought onto the market by many of the best known names in the textile and converting trade. Typical are Skillmill, Inc., Everfast Fabrics, J. P. Stevens & Co., Inc., Arthur Beir & Co., Dumari Textile Co., William Lind,

M. & W. Thomas Co., Herbert Meyer, Inc., Peter Pan Fabrics, Inc., Onandaga Fabrics, Stoffel & Co., Bianchini-Ferrier, Reeves Brothers, Inc., Fuller Fabrics, Inc., etc.

In the pace-setting women's fashion industry, Supima fabrics have been used under such well-known designer names as Adele Simpson, Luis Estevez, Oleg Cassini, Herbert Sondheim, James Galanos, Claire McCardell, Vera Maxwell, Tina Leser, Tom Brigance, Anne Klein, Mr. Mort, Jane Derby, Pauline Trigere, Harvey Berin.

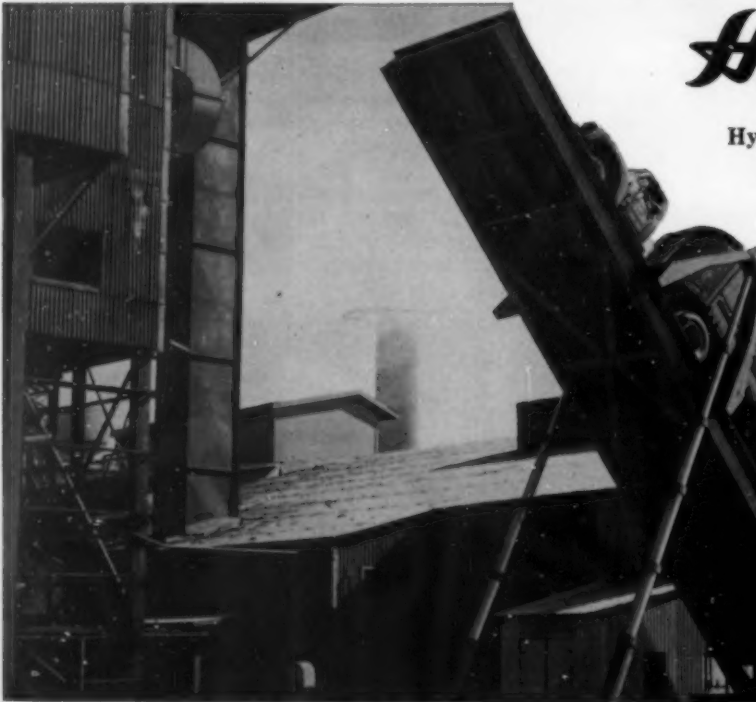
Supima cottons for children have been made up by such dominant houses as Florence Eiseman, Betty Brett of Children's House, Fair Child Frocks, Joseph Love, Youngland.

And in men's wear, Supima has appeared in the lines of Troy Shirtmakers, Hathaway Shirts, Manhattan Shirt Co., Phillips-Van Heusen Shirt Co., Alfred of New York, Izod of London, and B. W. Harris Manufacturing Co.

• **They've Just Begun to Fight**—"What has taken place in Supima up to the present represents only a beginning," Clyde Wilson of Buckeye, Ariz., president of the Supima Association, declares. "Much that we have been able to achieve has been despite frequent price disadvantages in comparison with imported extra long staple cottons."

"We know that our product has the desired qualities which our mills are seeking. We are convinced that, through aggressive plant breeding research, the quality of Supima will be improved to an ever higher level."

"As our price becomes increasingly



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**Hydraulically Powered and Operated
DUMPERS for Cottonseed**

have a full 45 degrees of platform elevation, and are available in any capacity and in any platform length; pit or pitless types; in scale or non-scale models. Get full information and prices before you buy any semi-trailer-truck dumper. WHY? Because if you want the BEST, buy a "HYDR-O-FLEX"!

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competitive, we are confident that our hard-hitting promotion effort is certain to result in ever-broadening markets for American grown extra long staple cotton—Supima—in the market places both at home and abroad."

• **What About the Future?**—Supima, as mentioned before, has overcome its first obstacles and has made remarkable progress in a short time. This doesn't mean that the future will be easy, or that Supimamen can reduce their efforts. In fact, they probably will have to struggle even harder in the future.

Foreign competitors, notably Egypt, ruthlessly fought for markets last season. They used their long staple as an economic and political weapon, and Supima exports dropped to very low levels.

At the same time, prices rose to a point that Supimamen went to Washington again and asked that support levels be made more flexible. The average support has been dropped to 53.95 cents per pound, 65 percent of parity.

Consumption of Supima in the U.S., along with the use of Upland cotton and synthetics, declined.

Production has increased, as pointed out; and about 38,000 bales went into the government loan last season at the support price. (Commodity Credit Corporation also has about 40,000 bales of U.S. long staple released from the strategic stockpile; and this stockpile still contains another 220,000 bales, mostly foreign long staple.)

With prospects for a crop of about 80,000 bales this season and limited export possibilities, the carryover seems certain to increase during 1958-59. With 300,000 bales in sight, it will take a substantial increase in domestic consumption to prevent a record stock remaining on hand next August.

This is challenging—but not discouraging—to those who produce and promote "the finest cotton grown." They have achieved so much, in so little time, that they are confident that Supima will continue to gain new ground in the endless fight for fiber markets. They're sure they've found the formula—quality, price and promotion.

Bright Ribbons Identify Bales

W. J. Cooper, Cooper Brothers' Gin, Kingstree, S.C., identifies bales for loading on trucks by cheap, brightly-colored ribbon of the same color on all bales in each lot. This reduces mix-ups, says E. O. McMahan, executive for Carolinas' Ginners' Association.

■ **PATRICIA RUTH WILLIAMS**, Jonesboro, Ark., and **IRVIN HUNTER FLEMING, III**, Memphis, will marry during the Thanksgiving season. Both are students at Arkansas State College. **I. H. FLEMING, JR.**, is president of DeSoto Oil Co., Memphis.

Peanut Shellers To Convene

The Southwestern Peanut Shellers' Association will hold its 1959 convention at the Baker Hotel in Mineral Wells, Texas, according to announcement of John Haskins of Durant, Okla., secretary-treasurer of the group.

Proud of Twin Grandsons

Mr. and Mrs. J. T. Preston, Monroe, Ga., are proud of their twin grandsons, born this summer at Monroe. The parents are Mr. and Mrs. William Preston of Monroe.

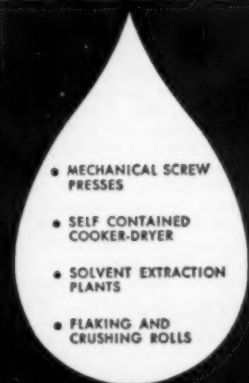
Grandpa Preston now devotes most of his time to his farming interests, while

H. C. Harper, formerly at Athens, Ga., keeps busy with Monroe Oil & Fertilizer Co. operations.

■ **ROY FORKNER**, Lubbock ginners, is in charge of arrangements for an agri-business meeting to be sponsored by Lubbock Chamber of Commerce on Nov. 18.

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Senator Aiken To Be Honored

President James Hicky of the National Cottonseed Products Association has been appointed to a committee which is arranging a dinner in honor of Senator George D. Aiken. The dinner is being planned by the Senator's friends and colleagues in the Midsouth in recognition of his services to cotton. Sen. Aiken was one of those largely responsible for passage of the Agricultural Act of 1958.

The dinner will be held at the Peabody Hotel in Memphis, Dec. 17.

Harry S. Baker of Fresno, former president of the Association, and now President of the National Cotton Council, also is a member of the arrangements committee.

Amine Treatment Discussed

Amine treatment processes for removing gossypol from cottonseed meals are discussed in an article in the latest issue of Texas Engineering Experiment Station News. S. P. Clark is the author of the article, which concludes, "for the future, amine treatment processes are looked upon as very promising ways for placing cottonseed meals on at least an even basis with other vegetable protein meals (for poultry rations)."

Jane Guillory Is Named Teen-of-the Week

JANE GUILLORY, 15-year-old daughter of Mr. and Mrs. D. J. Guillory of Memphis, was named "Teen-Ager of the Week," by the Memphis Press-Scimitar, at the end of September. Her father, a vegetable oil products broker, is associated with Guillory Sales Co. in the Cotton Exchange Building in Memphis.

The family lives in Bartlett, outside of Memphis. Jane was cited as "a perfect example of a typical teen-ager." She is a leader in her school, both in her schoolwork (an "A" student) and in outside activities, which have made her popular with her own age group, and adults as well.

The article points out that not only is Jane a leader in school, but in her church as well. She cooks, sews and is active in athletics, and in between times cover sports for the school paper.

But Jane is looking forward to her sixteenth birthday, Dec. 28, the article states, when she will receive an "extra present," her driver's license. But like everything else she does, Jane is preparing for the that wonderful day when she can drive. She has been taking a driver's training course, and by the time she gets her license, she will have had 30 hours of classwork and practice driving.

Clifford Granberry Forms Firm To Serve Ginners

Clifford Granberry, owner of the newly-formed Clifford Granberry Allied Specialties Co., Dallas, said recently that his company will distribute cotton gin equipment which is not ordinarily produced by the major cotton gin manufacturers. According to Granberry, such equipment includes a newly patented fire control unit manufactured by Mission Sheet Metal Co., Inc. of Fresno, Calif.; a moisture control unit manufactured by Samuel Jackson Manufacturing Co. of Lubbock; electric motors, manufactured by U. S. Electrical Motors, Inc., Los Angeles; and other related items for the cotton ginning industry.



CLIFFORD GRANBERRY

Granberry's experience in that industry began in 1939 when he was employed as secretary to S. A. Buckmaster, manager for the Lummus Cotton Gin Co. in Dallas. Two years later Granberry accepted the position of salesman with the same firm and traveled selling cotton gin machinery. With the outbreak of World War II, he worked with an aircraft plant briefly before joining the Army Air Force.

Immediately after his discharge, Granberry returned to his position as salesman with the Lummus Co. In 1947 he was appointed assistant manager in the company's Dallas office. He held that position until 1955 when he was transferred to Fresno, to open and manage a new Lummus branch office.

Granberry returned to Dallas recently as head of his new firm. He is married, has three children, and is a native of Celeste, Texas. Headquarters for the new business will be at 2502 Loving Avenue, Dallas.

Land Values at New Highs

Farm land values reached record highs on July 1, 1958, USDA reports. All states showed gains except South Dakota and Colorado.

Silk Consumption Drops

Silk consumption, after rising from World War II lows, has declined in recent months.



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LUBBOCK, TEXAS

Corn Products Refining Co., Best Foods, Inc., Merge

Corn Products Refining Co. and The Best Foods, Inc., have merged to form a new organization, Corn Products Co., with a combined annual sales of over \$600 million.

Details of the new company organization were announced jointly by William T. Brady, president and chief executive officer of the new enterprise and by Leonard G. Blumenshine, president of The Best Foods, following a meeting of the board of directors. Brady said that Best Foods will operate as a division of the new company.

In addition to his responsibilities as president of the Best Foods Division, Blumenshine was elected to the board of directors of the new company and joins its executive committee. Aaron S. Yohalem, formerly executive vice-president of The Best Foods, Inc., will continue in the same capacity with the Best Foods Division of Corn Products Co., and will serve also as a vice-president of the new company.

Corn Products Refining Co. in its 1957 annual report showed world-wide net sales of \$494,891,000 and net income of \$26,373,000. The Best Foods, Inc., reported net sales of \$118,301,000 and net earnings of \$6,244,000 for the fiscal year ended June 30, 1958.

Best Foods plants are located in



Heads Trading Department

GERALD J. DALEIDEN has been named manager of Durkee Famous Foods' trading department. Harvey L. Slaughter, vice-president of The Glidden Co. and general manager of the firm's Durkee Division, has announced. In his new capacity, Daleiden will be responsible for the purchasing of oil and fats for Durkee edible oil refineries throughout the country. He will have headquarters at the division's refinery in Chicago. A 1948 graduate of the University of Minnesota, Daleiden began his business career with The Glidden Co. that year as an accountant with the firm's Chemurgy Division in Chicago. In 1951 he was transferred to that division's trading department as an oil merchandiser, a position he has held until his recent appointment. Daleiden is a past president of the Midwest Fats and Oils Club.

Bayonne, N.J.; Chicago, Ill.; Dallas, Texas; San Francisco and Alameda, Calif.; Minneapolis, Minn.; Portsmouth and Norfolk, Va.; Buffalo, N.Y.; and Indianapolis, Ind. Canadian plants are operated in Hamilton and Ayr, Ontario.

Corn Products Refining Co. plants are located in Argo and Pekin, Ill.; North Kansas City, Mo.; Corpus Christi, Texas; and Yonkers, N.Y., and there are milling operations in Vermont, Massachusetts, New York, North Carolina and Illinois.

Corn Products also operates processing plants or packaging facilities in 17 foreign countries including Canada, Mexico, Argentina, Brazil, Colombia, England, Scotland, Ireland, France, Holland, Belgium, Denmark, Germany, Switzerland, Italy, India and South Africa.

Urea Operations Start

Urea production has started at the Hercules Powder Co. Plant at Hercules, Calif. Three-fourths of the 20,000-ton yearly capacity will be used for agriculture.

Retired Manager Is Farming

H. B. White, who was manager of Decatur Cotton Oil Co., Decatur, Ala., when he retired last year, is farming and raising poultry and eggs.

■ JOHN J. SCANLAN has been named administrative vice-president of the New York Cotton Exchange, by the Board of Managers.

ANOTHER NEW ADVERTISER

... IN
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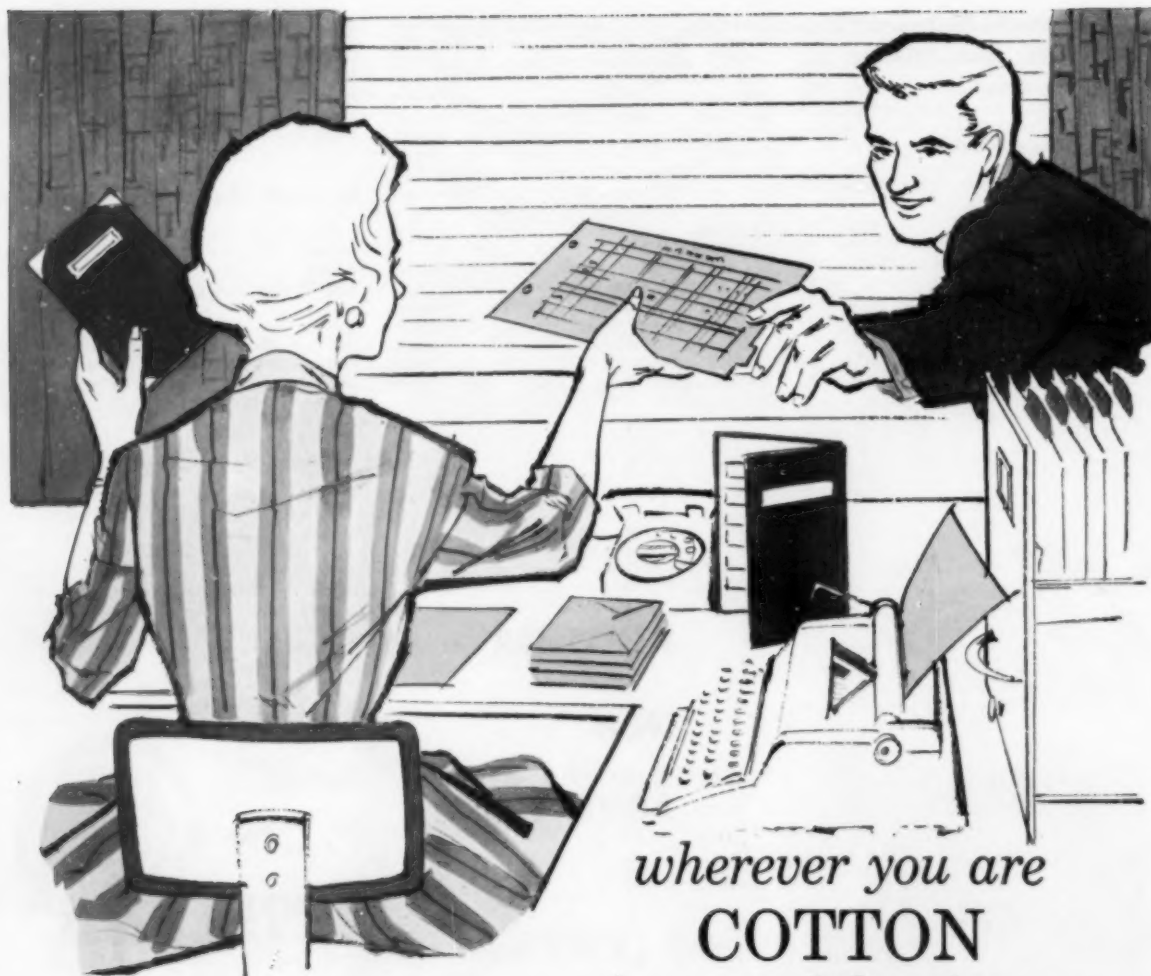
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Breeders of the new Registered and Certified Rex Cottonseed. See advertisement on pages 11-12.

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Woman's dress	Stationery
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Cotton's not just a home body, it's part of the business scene, too. For career men and women it makes clothing that's smart, comfortable and practical. It makes scores of essential office items from typewriter ribbons to ledger paper, from index tabs to bookbindings, including drapes, upholstery, carpeting and hand towels.

No other fiber has cotton's unique natural advantages; no other fiber has cotton's amazing versatility. Now that chemistry has added new qualities—quick-drying, resistance to soil, mildew, wrinkling—cotton's uses have been still further broadened.

Indoors or out, at work or play, cotton is part of every picture, because it is the one fiber adaptable to almost universal use.

All day, every day, you depend on cotton.

HOUSTON • ATLANTA • BOSTON • LOS ANGELES • MEMPHIS • NEW ORLEANS • NEW YORK



P. A. NORRIS, JR.



CLAUDE BRITAIN

• Norris President Of Chickasha

P. A. NORRIS, JR., Fort Worth, has been elected president of Chickasha Cotton Oil Co., succeeding Claude Britain. Britain has been named chairman of the board, succeeding John M. Ferguson, Jr., who retired as board chairman but continues as a director.

Ferguson said the company's working capital is now at an all-time high, and will be in excess of \$5 million during this fiscal year.

"We are changing the character of the company," Ferguson said. "It will eventually end up principally as a holding company." Chickasha expects to add more retail grocery stores to a chain of 18 in Oklahoma it bought last November, and will possibly add a grain department this year, he added.

While it is too early to forecast exact earnings for the year, the company is anticipating good cotton crops in its area this year, Ferguson said.

Directors also approved the purchase of the Vernon Oil Mill of Vernon, Texas, another cotton oil company.

Many Visitors See Cotton Suits at Plains Fair

Two cotton suits attracted many visitors at the Plains Cotton Growers, Inc., booth at the recent Panhandle South Plains Fair in Lubbock. Pamphlets distributed stressed the importance of cotton to the area, and urged use of cotton and cottonseed products.

Feed Control Meeting

T. C. Law, chairman of the National Cottonseed Products Association's Uniform Feed Laws Committee, presided at a meeting of the group Oct. 14 in Washington. Committee members present were W. H. Knapp, J. R. Mays and Louis Tobian, as well as Garlon A. Harper and John F. Moloney of the Association staff. The committee meeting was held in conjunction with the annual meeting of the Association of American Feed Control Officials.

Fumigate Equipment

Arkansas Plant Board reminds ginners and others that cotton picking and ginning equipment from pink bollworm areas must be fumigated before entering Arkansas.

ACCO Promotes Two

F. C. Hoffman and James A. Nolen have been elected assistant secretaries of Anderson, Clayton & Co., Houston. R. M. Bleike, assistant secretary, has resigned.

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Makes cleaner, stronger bales

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from our Washington Bureau

by FRED BAILEY
WASHINGTON REPRESENTATIVE



The Cotton Gin and Oil Mill Press

• **Benson for President**—There's been no public announcement yet, but Ezra Taft Benson's hat is being quietly nudged into the Presidential ring. Aides tell us that he is not unaware . . . and not objecting.

Asking for comment at a recent USDA press conference, the most that newsmen were able to get from Benson was a blush.

Benson has some strong backing for the job of GOP standard-bearer. Surprisingly, he's backed not by apostles of Eisenhower "modern Republicanism," but by the conservative wing of the party. It's the same group which worked for the nomination of the late Robert Taft in 1952.

It's a group, too, which is strongly opposed to heir apparent Nixon. Benson, they figure, is the only man in the party with a chance of grabbing the 1960 nomination from Nixon.

Actually, a Benson versus Nixon fight seems a natural to GOP insiders. It was reported to have been Nixon who, a year ago, helped organize the drive to dump Benson as a political liability. In Cabinet meetings since then the two have consistently clashed over matters of policy, farm and otherwise.

Should the Benson-for-President bandwagon get rolling, political observers here reason that it would have quite a following, at least in the cities. Consumers are impressed by the USDA boss, his tireless efforts to get the government out of farming, to slash the cost of farm programs, and to head off legislation

which could mean higher farm prices and thus higher food and fiber prices.

Much, of course, depends on how farmers are doing financially in 1960. Weathered veterans of the political wars characterize most farmers as "pocketbook voters"—vote for the "ins" when times are good and for the "outs" when times are bad. Should crops be poor and prices low—Benson would be not a dark horse but a dead horse, politically.

• **A Year to Remember**—1958 seems certain to go down in agricultural annals as a year not soon to be forgotten, as the year in which the technological revolution in farming exploded with full force.

USDA's index of total crop output virtually skyrocketed off the chart . . . from the previous record of 106 percent of the 1947-49 average to 117 percent. Production of this size despite the smallest planted acreage in 40 years is fully explained by the USDA index of yields per acre which soared from 127 percent last year to a new record of 142 percent this year.

In all, new yield per acre records are set for 13 major crops. While this is good news for growers, it's little joy to offi-

cials charged with managing the nation's surplus. Carryover of nearly every important crop is larger than a year ago, and promises to be still larger a year from now. Washington's chief surplus headache, wheat, is now in so great an oversupply that were next year's allotment set on the basis of supply and demand, it would be zero. And even then, there'd still be enough remaining on hand to meet domestic needs for a full six months of the following year.

• **PL 480 Analyzed**—Fresh on the desk of State Department officials is a thorough-going study of Public Law 480, the sales for foreign currency program under which millions of bales of cotton have been exported during the past three years. Author is Dr. John Davis, former Assistant Secretary of Agriculture and now head of the Program in Agriculture and Business—Agribusiness—at Harvard.

Davis' report is both complimentary and critical. He believes PL 480 has accomplished much good but that it may be causing nearly as many problems as it has solved.

One big complaint is that 480 may be retarding an adjustment which Davis believes farmers must eventually make in bringing their production in line with demand. Then, too, the longer the costly—presently \$1,500,000,000 a year—program is kept on the books, the more difficult it will be to end. An abrupt conclusion would have severe impact both on U.S. growers and on foreign nations.

Davis is also critical of U.S. handling of "soft" currencies taken in payment. Only one out of every five dollars earmarked for development of permanent markets within the importing countries has actually been used for this purpose. The rest remains on deposit to U.S. ac-

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Crushers Attend Area Meeting

SHOWN HERE are members of the cottonseed industry who attended the first of the series of area meetings being held by Texas Cottonseed Crushers' Association. This meeting was held in Harlingen for the South Texas area. Seated, left to right, are: George Hoffman, Alice Cotton Oil Co.; Alice; F. Earl Davis, South Texas Cotton Oil Co., Harlingen; F. M. Vining, Valley Co-op Oil Mill, Weslaco; Henry Wunderlich, South Texas Cotton Oil Co., Corpus Christi; Rex Steele, Swift & Co. Oil Mill, Harlingen; B. W. Beckham, Jr., South Texas Cotton Oil Co., Corpus Christi; standing, left to right, are Jack Whetstone, Texas Cottonseed Crushers' Association, Dallas; W. R. Sanders, Taft Cotton Oil Co., Taft; Hollis G. Sullivan, Swift & Co. Oil Mill, Harlingen; E. L. Kirk, South Texas Cotton Oil Co., Harlingen; W. R. Harkrider, Swift & Co. Oil Mill, Harlingen; Robert A. Hutchison, Raymondville Cotton Oil Co., Raymondville; C. B. Spencer, Texas Cottonseed Crushers' Association, Dallas; Parke T. Moore, Valley Co-op Oil Mill, Harlingen; and George C. Quinn, South Texas Cotton Oil Co., Victoria.

count, largely as a result of "strings" which we have imposed on their use.

The upshot of the Davis report is that plans should be mapped for the eventual and gradual conclusion of the program, that PL 480 should not be regarded as a permanent solution.

• **Cotton Study**—Another important report sponsored by the Harvard School of Business and getting considerable notice around Washington deals strictly with cotton and its problem. It was prepared following a year's study by Dr. Clifford Cox, on leave from his post as a Purdue University agricultural economist.

Actually, the report does probably as good a job as has been done in pointing up the problems faced by the cotton industry—problems of production in economic geographic areas, of prices, of quality improvement, and of competition with synthetics. It's short — even its authors admit—by one chapter, however: The one in the back of the book with answers.

• Crushers Set Dates For Convention

JUNE 24-25-26 will be the dates for the 1959 annual convention of Mississippi Cottonseed Crushers' Association, Gordon Marks, Jackson, secretary-treasurer, has announced.

The meeting will be held at the Buena Vista Hotel in Biloxi, Miss.

North Carolina Textile Men Elect Cannon

William C. Cannon of Kannapolis, vice-president of Cannon Mills Co., has been elected president of the North Carolina Textile Manufacturers' Association at its annual meeting in Pinehurst. He succeeds Halbert M. Jones of Laurinburg, president of Waverly Mills, Inc., who also is president of the American Cotton Manufacturers' Institute, central trade association of the U.S. textile industry.

J. C. Cowan, Jr., of Greensboro, vice-chairman of the board of Burlington Industries, Inc., was elevated from second to first vice-president.

Cannon becomes the 47th president of the association which was organized by Tar Heel textile manufacturers in 1906. He is the son of Charles A. Cannon, who heads Cannon Mills and who served as Association president in 1932-33.

Donald R. Jonas of Charlotte, N.C., was elected second vice-president.

Jonas is executive vice-president of Johnston Mills Co., Charlotte; secretary of Union Mills Co., Monroe, and vice-president of Spinners Processing Co., Spindale, N.C. He is a past president of the Combed Yarn Spinners' Assoc., and the Durene Association of America.

Gin Rate Hearing Oct. 21

Oklahoma Corporation Commission will hear the gin rate case at 10 a.m., Oct. 21, in the Court Room of the Capitol Office Building, Oklahoma City. Ginners are invited to attend a meeting at 7 p.m., Oct. 20, in the Huckins Hotel.

National Grange to Meet

The position and policies of the National Grange for the coming year will be determined when the group convenes for its annual session at the Pantlind Hotel in Grand Rapids, Mich., Nov. 10-18.

• Man "Peeled" in Gin Accident

CHARLES SWEENEY, a 41-year-old Fort Worth man, knows now how dangerous cotton gin machinery can be. The way he learned about it was somewhat embarrassing if not downright painful, an article in the Lubbock Morning Avalanche says.

Sweeney, who is an electrical motor inspector for a firm, was inspecting motors at the Shallowater (Texas) Co-op Gin, Oct. 9. He stepped down from a ladder and . . . wham! He was knocked unconscious.

When Sweeney came around, he was wearing only one coat sleeve, a neck tie

and his shoes and socks.

E. K. Schwartz, plant superintendent at the gin, said he was following Sweeney down the ladder when he looked down and saw the insurance inspector lying on the floor with his clothes gone.

Schwartz and others at the gin packed Sweeney off to Methodist Hospital, then found Sweeney's clothes wrapped tightly around a two-inch driveshaft near the spot where Sweeney stepped from the ladder.

Sweeney received only minor cuts and bruises in the mishap and was in good condition later that evening.

"First thing I thought about when I woke up was how come I was lying on the floor with all my clothes gone," Sweeney told Schwartz later at the hospital.

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CALENDAR



• Dec. 6 — Tri-States Oil Mill Superintendents' Association Regional meeting, Greenville, Miss. J. C. Holloway and Billy Shaw, co-chairmen.

• Dec. 17-18—Beltwide Cotton Production Conference, Rice Hotel, Houston, Texas. For information, write National Cotton Council, P. O. Box 9905, Memphis 12, Tenn.

1959

• Jan. 10—Gin Machinery and Supply Association, Inc., annual meeting at 10 a.m. in the Dallas Room of the First National Bank, Edward H. Bush, 3724 Race St., Dallas, president.

• Jan. 18-20 — Texas Cotton Ginners' Association meeting of directors and allied industry representatives. Jack Tar Hotel, Galveston, Texas. For information, write Edward H. Bush, executive vice-president, P. O. Box 7665, Dallas 26.

• Jan. 27—Cooperative Ginners' Association of Oklahoma, annual meeting at Hobart, Lucile Millwee, P. O. Box 631, Carnegie, secretary.

• Jan. 30 — Oklahoma Cotton Ginners' Association annual convention. Skirvin Hotel, Oklahoma City. Mrs. Roberta Reubell, secretary, 307 Bettles Building, Oklahoma City.

• Feb. 5-7—Southeastern Gin Suppliers' Exhibit, Biltmore Hotel, Atlanta. Concurrent with meetings of Carolinas, Georgia and Alabama-Florida Cotton Ginners' Associations. For information, write Tom Murray, P. O. Box 1098, Decatur, Ga.

• Feb. 6-7—Georgia Cotton Ginners' Association annual meeting, Biltmore Hotel, Atlanta. Tom Murray, P. O. Box 1098, Decatur, Ga., executive vice-president.

• Feb. 6-7 — Alabama-Florida Cotton Ginners' Association annual meeting, Biltmore Hotel, Atlanta. Tom Murray, P. O. Box 1098, Decatur, Ga., executive vice-president.

• Feb. 6-7—Carolinas Ginners' Association annual meeting, Biltmore Hotel, Atlanta. E. O. McMahan, P. O. Box 512, Bennettsville, S.C., executive secretary.

• Feb. 8-10—Texas Cooperative Ginners' Association, Texas Federation of Cooperatives and the Houston Bank for Cooperatives, annual joint meeting, Convention Center, Galveston. Bruno E. Schroeder, executive secretary, 307 Nash Building, Austin, Texas.

• Feb. 9-10—National Cotton Council annual meeting, Dinkler Plaza Hotel, Atlanta. For information, write National Cotton Council, P. O. Box 9905, Memphis.

• Feb. 16-17 — Cottonseed Processing Clinic, Southern Regional Laboratory, New Orleans. Sponsored by USDA and Valley Oilseed Processors' Association. C. E. Garner, 416 Exchange Building, Memphis, Association secretary.

• March 3-4—Western Cotton Production Conference, Westward Ho Hotel, Phoenix, Ariz. Southwest Five-State Cotton Growers' Association and National Cotton Council, P. O. Box 9905, Memphis 12, sponsors.

• March 9-11—Midsouth Gin Supply Exhibit, Midsouth Fairgrounds, Memphis. Sponsored by Arkansas-Missouri Ginners' Association, Tennessee Ginners'

Association and Louisiana-Mississippi Ginners' Association, which will have annual meetings in conjunction with Exhibit. For information on exhibit, write W. Kemper Bruton, P. O. Box 345 Blytheville, Ark.

• March 12-14—Texas Cotton Association annual convention at the Statler Hilton Hotel, Dallas. L. T. Murray, Waco, executive vice-president.

• March 13-15—West Coast Division, International Oil Mill Superintendents' Association, annual meeting, Bakersfield, Calif. Harold F. Crossno, California Cotton Oil Corp., Los Angeles, general chairman.

• April 5-7—Texas Cotton Ginners' Association annual convention, State Fair of Texas grounds, Dallas. Edward H. Bush, executive vice-president, P. O. Box 7665, Dallas.

• April 6-7 — Valley Oilseed Processors' annual convention, Buena Vista Hotel, Biloxi, Miss. C. E. Garner, 416 Exchange Building, Memphis, secretary.

• April 17-18—Oklahoma State Cotton Exchange convention, Lake Texoma Lodge. For information write Mrs. M. Rascoe, secretary-treasurer, 244 American National Building, Oklahoma City 2.

• April 21-22 — National Cotton Compress and Cotton Warehouse Association, annual meeting at the Galvez Hotel, Galveston, Texas; an equipment show will be held at the Moody Center at Galveston. For information write John H. Todd, executive vice-president, P. O. Box 23, Memphis 1.

• May 18—Oklahoma Cottonseed Crushers' Association annual meeting, Lake Texoma Lodge, Mrs. Roberta Reubell, secretary-treasurer, 307 Bettles Building, Oklahoma City.

• May 10-11-12 — National Cottonseed Products Association annual convention, Mark Hopkins and Fairmount Hotels, San Francisco. John F. Moloney, 43 North Cleveland, Memphis, secretary-treasurer.

• June 7-8-9—Texas Cottonseed Crushers' Association annual convention, Shamrock Hotel, Houston. Jack Whetstone, 624 Wilson Building, Dallas, secretary-treasurer.

• June 7-8—Tri-States Oil Mill Superintendents' Association annual convention, Buena Vista Hotel, Biloxi, Miss. B. C. Lundy and Woodson Campbell co-chairmen.

• June 14-16—Southeastern Cottonseed Crushers' Association meeting, The Castle in the Clouds, Lookout Mountain, Tenn. For information write, C. M. Scales, secretary, 318 Grand Theatre Building, Atlanta 3.

• June 17-19 — Southwestern Peanut Shellers' Association convention, Baker Hotel, Mineral Wells, Texas. John Haskins, Durant, Okla., secretary-treasurer.

• June 21-23 — International Oil Mill Superintendents' Association annual convention, Galvez Hotel, Galveston, Texas. H. E. Wilson, secretary-treasurer, P. O. Box 1180, Wharton, Texas.

• June 21-23—North Carolina Cottonseed Crushers' Association and South Carolina Cotton Seed Crushers' Association joint annual convention, Hotel Fort Sumter, Charleston, S.C. For information, write Mrs. Durrett L. Williams, P. O. Box 514, Columbia, S.C.



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Cotton Ginned to Oct. 1

The Bureau of Census reported 2,626,554 bales of cotton ginned to Oct. 1. This compares with 2,494,496 a year ago and 5,523,648 to the same date in 1956. Details by states follow:

(Running bales; linters are not included)

State	1958	1957	1956
United States	2,626,554	2,492,496	5,523,648
Alabama	192,461	275,187	437,182
Arizona	78,157	68,615	104,711
Arkansas	84,603	152,714	623,816
California	93,834	54,264	53,152
Florida	6,026	6,037	8,068
Georgia	277,916	278,265	376,204
Louisiana	72,904	97,123	374,156
Mississippi	110,950	301,192	913,091
Missouri	30,490	20,790	223,791
New Mexico	13,222	13,548	38,300
North Carolina	119,848	74,205	115,446
Oklahoma	53,478	7,940	78,030
South Carolina	197,509	209,810	281,175
Tennessee	54,907	70,697	259,461
Texas	1,238,935	869,577	1,631,551
Virginia	1,081	1,876	2,465
All other States	233	656	3,059

The 1958 figures are subject to revision.

The U.S. total for 1958 includes 212,569 bales of the crop of 1958 ginned prior to Aug. 1 counted in the supply for the cotton season of 1957-58, compared with 230,756 for 1957 and 404,845 for 1956. Also included are 1,994 bales of American-Egyptian cotton for 1958, compared with 1,443 for 1957 and 1,584 for 1956.

Cotton consumed during August, 1958, amounted to 638,767 bales. Cotton on hand in consuming establishments on Aug. 30, 1958, was 1,504,070 bales, and in public storage and at compresses 6,850,815 bales.

■ I. W. DUNKLIN, Planters Cotton Oil Mill, Pine Bluff, Ark., is at home recovering from an operation.

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required by the Act of August 24, 1912, as amended by the Acts of March 3, 1933, and July 2, 1946 (Title 39, United States Code, Section 253), of The Cotton Gin and Oil Mill Press, published bi-weekly at Dallas, Texas, for October 1, 1958.

1. The names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher, R. Houghton, Dallas, Texas.
Editor, Walter B. Moore, Dallas, Texas.
Managing Editor, Dick Houghton, Jr., Dallas, Texas.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.)

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(Signed) DICK HAUGHTON, JR.

Sworn to and subscribed before me this 1st day of October, 1958.

(Seal)

M. E. GRIFFIN.

(My commission expires June 1, 1959.)

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FOR SALE—Used electric motors and starters. Can furnish almost any type motor and starter, complete rewind—rebuild—repair service. Will allow top value on your old equipment in trade. Pick up and delivery. Call or write James or Leon May, Electric Motor Exchange, 355-A Peachtree Rd., Route 1, Seagoville, Texas. Phone AT6-2157, Night and Sunday, FR1-7354, EV1-6852.

FOR SALE—One Le Roi L3000-RXISV 12-cylinder 300-350 h.p. Cotton gin equipped, guaranteed in operating condition. Priced low to move. One General Motors diesel twin—6-cylinder, cotton gin equipped, guaranteed in operating condition—300 h.p. @ 1800 RPM. Priced low to move. One Minneapolis-Moline Twin 6 Model 1210-12A, cotton gin equipped, guaranteed in operating condition—200 h.p. Priced low to move.—W. M. Smith Electric Company, H.A. Hamilton 8-4606, 3200 Grand Avenue, Dallas Texas.

At Madhya Pradesh, India

Bids Invited for New Solvent Oil Mill

A new solvent extraction plant for cottonseed will be built at Madhya Pradesh, Indore, India.

Firms interested in supplying equipment and submitting bids may obtain information from the Director of Industries, Madhya Pradesh. Bids must be submitted to that office by 4 p.m. Dec. 8, 1958. Bids will be opened at 3 p.m., Dec. 9.

Spencer Kellogg and Sons Buys Staley Milling Co.

Spencer Kellogg and Sons, Inc., a leading oilseeds processor, has bought Staley Milling Co., Kansas City. Staley Milling has no connection with A. E. Staley Manufacturing Co., but produces about 85,000 tons of formula feed yearly at Kansas City and St. Louis.

Rayon and Acetate Sales Drop in September

September shipments of rayon and acetate were 2.5 percent smaller than a year ago, according to the Textile Economics Bureau. Acetate filament yarn and high-tenacity rayon yarn deliveries ran ahead of the previous year, but rayon staple and tow shipments were 13 percent smaller.

Mill To Crush Beans Only

Cottonseed will not be crushed at the Swift & Co. oil mill at Cairo, Ill., this season. The mill has processed cottonseed each year since 1890. W. B. Stone, manager, said that the Cairo plant will handle only soybeans this year, while cottonseed crushing will be concentrated at Portageville, Mo.

F. H. Beaver Dies at 55

F. H. (Hub) Beaver, 55, of Lubbock, died Oct. 13, following a short illness. Beaver was born in Erath County and had lived in the Caldwell community since 1940, where he managed the Caldwell Gin and farmed. He is survived by his wife, a son and a daughter.

Valley Ginnings Are Average

Ginnings in four Texas Lower Rio Grande Valley counties total 400,675 bales. This was 115,000 more than in 1957, but about the same as the ginnings for 1956, 1955 and 1954.

Pilot Plant To Start

Operations will start about March 1 at the new Cotton Pilot Spinning Laboratory at Clemson, S.C. USDA, Clemson College and National Cotton Council are cooperating in the project.

Use More Mechanical Pickers

More mechanical pickers (as well as strippers) are being used on the Texas Plains, the Lubbock Cotton Exchange reports.

Preserve Quality

Storing Cotton Planting Seed

SAVING good quality cotton planting seed from this year's crop for planting in 1959 could develop into a repeat of last fall's experience in some areas. In some sections conditions for harvesting cotton are more unfavorable than they were at this time last year. This condition is acute in the eastern part of the Cotton Belt. Weather conditions the remainder of the fall will determine the outcome.

Excessive moisture, cotton root rot, and angular leaf spot diseases are contributing to lower quality seed from some sections. An early frost could further complicate matters. Continued high moisture in the field increases free fatty acid content and lowers germination. On the other hand good weather could result in good seed for planting even from some of the later plantings.

Sufficient good quality seed of known variety should be saved and carefully stored. A continuous check on planting seed in storage is suggested. This is another of those seasons when you can't put planting seed up even with low moisture content and forget about its keeping quality until just before planting time next spring.

Here are some suggestions:

1. Check seed closely by cutting a

By **FRED C. ELLIOTT**

Extension Cotton Work Specialist
Texas A&M College System

sample with a knife before storing. Store only seed with high germination (80 percent is very good) and low in free fatty acid.

2. Save seed for bulk storage with less than 12 percent moisture content unless good facilities are available for drying and cooling.

3. Small quantities should be turned and sacked.

4. Large quantities for bulk storage should be cured by pulling air through them with a fan and duct system. A moisture content of 13.6 percent is the critical point beyond which storage may quickly become disastrous according to a leaflet from the USDA Cotton Ginning Laboratory. Every effort should be made to bring the moisture content of all stored seed down to 10 or 11 percent.

Nickels Presents Gift

Guy Nickels, ginner and compress operator at Sudan and other Texas points, has presented Lubbock Cotton Exchange with a cold drink dispenser.

Oil Chemists Are Meeting

Oil chemists from all parts of the U.S. and foreign countries are in Chicago for the thirty-second fall meeting of the American Oil Chemists' Society. Hotel Sherman is headquarters, with sessions starting Oct. 20 and lasting through Oct. 22. C. W. Hoerr and A. R. Rodeghier are co-chairmen for the meeting, and A. V. Graci is program chairman.

Plains Directors Meet

Directors of Plains Cotton Growers, Inc., discussed cotton quality and allotments Oct. 9 at a meeting in Plainview, Texas. Reports were made by W. O. Fortenberry, George W. Pfeifferberger, Bob Poteet, Guy Nickels and others.

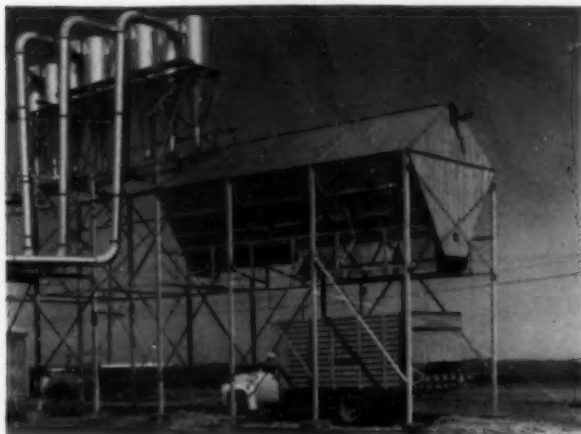
Support Prices Analyzed

Executive Offices of National Cottonseed Products Association in Memphis have sent members an analysis of prospects for support prices for cottonseed, soybeans and feed grains under the 1958 Agricultural Act.

Wins Picking Contest

Carroll McAfee, Sikeston, Mo., won the National Cotton Picking Contest Oct. 10 at Blytheville, Ark. He received \$1,000 and an all-cotton wardrobe, presented by American Cotton Shippers' Association. He won the contest in 1954 and 1955. This year, he picked 100 pounds in two hours. Mrs. Gladys Hill, Cooter, Mo., picked 82 pounds to win the women's top award.

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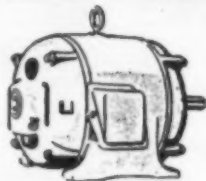
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laugh it off...



A wise old corporation lawyer recently remarked: "I never saw a fellow yet who could keep his business and himself liquid at the same time."

The wedding ceremony was at an end. The bride dabbed at her pretty eyes with a filmy handkerchief. One of the bridesmaids was also affected to tears. "Why do you weep?" asked a gentleman guest. "It's not your wedding."

The girl looked at him scornfully. "That's the reason!" she snapped.

A county agent addressed a group of poultry farmers in a small Southern town. After his talk, an elderly lady persuaded him to inspect her pen of White Rocks.

"But, madam," exclaimed the poultry expert, "if you want to keep these White Rocks pure, get that red rooster out of there, but quick."

"Oh, don't worry," exclaimed the woman, "I've taken care of that. I remove him every night."

An officer in ancient Rome, called away to war, locked his beautiful wife in a suit of armor and entrusted the key to his best friend with the admonition, "If I don't return in six months, my friend, use this key because I entrust it to you," then galloped off. About 10 miles away he noticed a cloud of dust following him, and waited. His dear friend, on a fiery steed, galloped up and shouted, "You gave me the wrong key!"

And there's the baby skunk who behaved badly, refused to squirt people, so his parents cut him off without a scent.

Astronomy Teacher: "Joe, did you know that Mars and Jupiter have the same Sun?"

Little Joe: "I didn't even know they were married."

A certain parakeet amuses visitors with this simple pronouncement: "I can talk. Let's see you fly."

The boastful young man had the floor. "Yes," he declared, "my family can trace its ancestry back to William the Conqueror."

"I suppose," sneered a listener, "you'll be telling us that your ancestors were in Noah's Ark."

"Certainly not," said the boaster, "my people had a boat of their own."

A street cleaner was fired recently—couldn't keep his mind in the gutter.

A man named Joe Hogbristle appeared in court to have his name legally changed. The judge nodded understandingly and asked "What name do you wish to take?"

"Frank Hogbristle. I'm sick and tired of hearing people say 'Hi, Joe, what dya know!'"

A woman got on a bus, her arms filled with bundles. Her little daughter dropped the fare into the box, taking pains to inform the bus driver: "I'm paying the money because Mommy is loaded."

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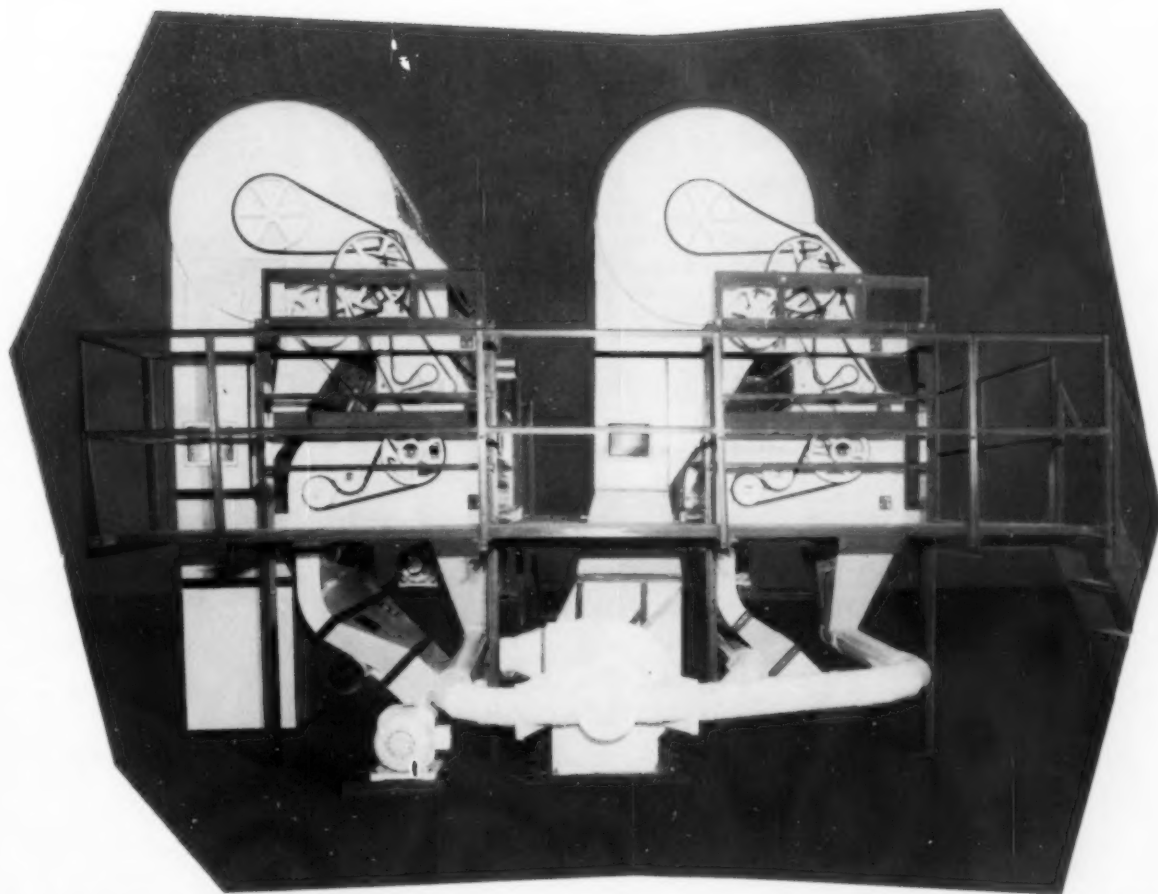
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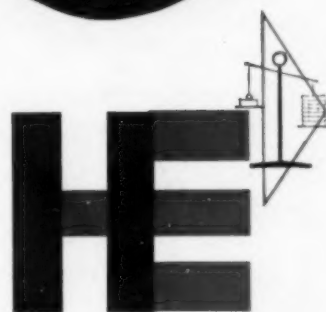


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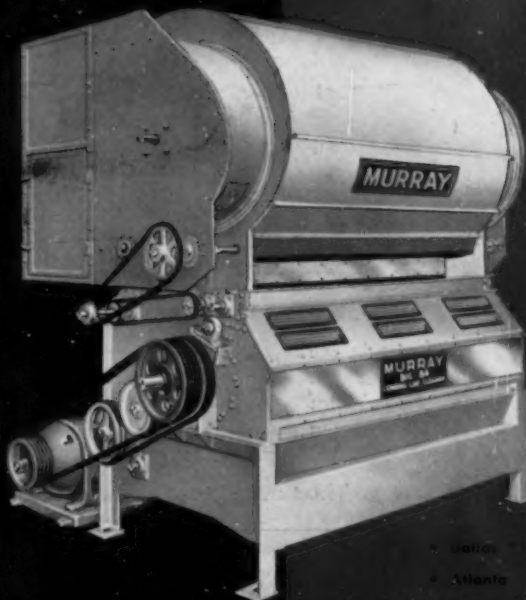
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